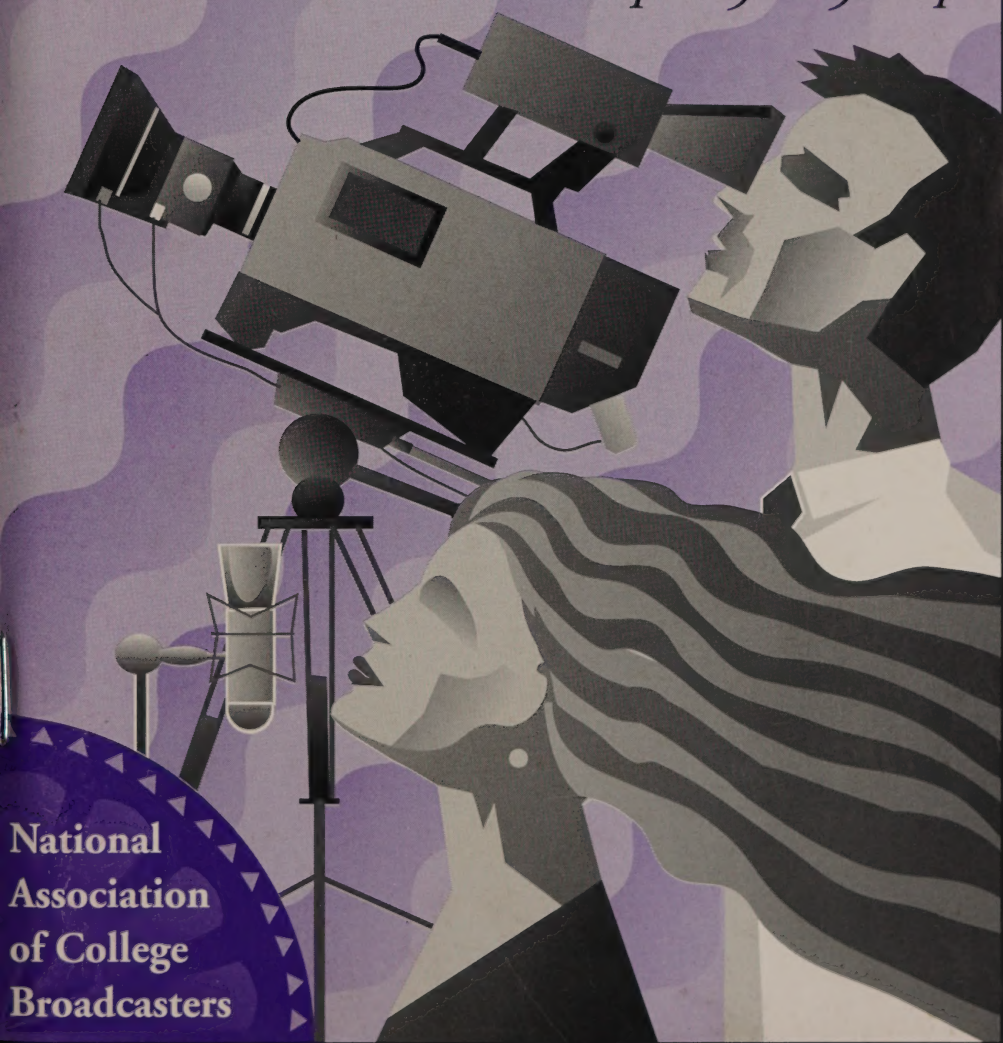


# BROADCAST WITHOUT COMPROMISE

*challenging the mainstream*

**f**OURTH  
ANNUAL  
CONFERENCE  
OF  
COLLEGE  
BROADCASTERS

1 9 9 1



**National  
Association  
of College  
Broadcasters**





# **BROADCAST WITHOUT COMPROMISE**

*challenging the mainstream*

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*November 22-24, 1991*

*Brown University*

*Providence, Rhode Island*











...and welcome to the Fourth Annual National Conference of College Broadcasters! This is expected to be our most exciting conference to date, with more than 500 delegates and media professionals converging on the Brown campus for this extended weekend of interaction, learning and awards. We are confident that you will leave here inspired by what you have absorbed, re-energized to take on challenging issues at your stations, and with a leg up on your peers if you decide to enter the media world as a career.

We have compiled a wide array of more than 50 seminars, workshops, panels and speeches by an equally broad and impressive array of speakers and panelists from across the media spectrum. Topics range from satellite newsgathering to college station engineering, from broadcast journalism to sportscasting, from fundraising to formatting, and much more. You will recognize many of the panelists' names and session topics, but we hope you will also explore areas you do not know much about because—like the media industry itself—the wealth of information and expertise here is vast. The people are approachable; they have volunteered to come here to meet you and share ideas. Collect business cards and follow up after the conference with those individuals you find interesting. You never know where it might lead one day.

NACB now begins its fourth year, with total membership topping 800 (including more than 500 full station members). That proves you have found our member services valuable—*College Broadcaster* magazine, U Network, our national and regional conferences, the NACB Station Handbook manual, discounted station market ratings, our free expert legal and engineering help—representing you on national issues and helping solve your specific station problems, the soon-to-be-launched national advertising sponsorship cooperative, and more.

We are particularly excited this year about the new National College TV Programming Awards, sponsored by MTV, and The Interep Radio Store National College Radio Awards. Cash and prizes totalling over \$10,000 will be awarded in two gala ceremonies on Saturday night. They recognize college radio and TV as exciting media to work in because of the freedom you have to broadcast without compromise: to challenge the mainstream's traditional ideas and experiment with new ones. In fact, the world is counting on college broadcasters to continue bringing the most creative and innovative ideas to the attention of the media world. Let's take advantage of our time together.

Glenn, JoAnn, Jeff and Rick  
NACB Directors

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## CONFERENCE GUIDE CREDITS

Design	Jeff Southard & Bob Lukens	Layout/Editing	Rick Smith
Cover Design	Bob Lukens	Advertising Sales	Glenn Gutmacher
Writing	Stacy Benjamin		Sarah Alpert
	JoAnn Forgit		Stacy Benjamin
	Glenn Gutmacher	Cover Printing	Colorlith
	Rick Smith	Book Printing	Beacon Press





### INFORMATION CENTER (X2221)

*FRI 3pm-12am, SAT 8am-12am, SUN 8am-3pm*  
The Information Center (IC) in the lobby of Salomon Hall is NACB's center of operations during the Conference. If you do not know where to go, who to ask, or what to do, come to the IC. Refreshments will be served and you can leave and pick up messages at the IC by telephone or in person.

### YOUR BADGE

Your badge is your ticket to every conference event this weekend. *Do not lose it.* Display it prominently at all times. Badges are non-transferable.

### CONFERENCE SHUTTLE

*FRI 12pm-1am, SAT 8am-1am, SUN 8am-3pm*  
For your convenience, NACB provides a free shuttle, running between Brown's Faunce Arch, the Biltmore Hotel and the Holiday Inn, making the rounds every 25 minutes.

### CAMPUS PHONES

The blue light phones mounted on posts and buildings around campus only dial within the Brown campus community. Feel free to use them for any on-campus calls. There is an red emergency button for instant connection to campus security. *Note: To dial a campus phone while on campus, use only the last four digits. When off-campus, dial the 863- prefix.*

### SAFETY

We're very proud of our home, but Providence, like any other city, can be somewhat unsafe after dark. We urge you to exercise extreme caution when walking around campus and downtown. Never walk alone at night; take the shuttle or go in groups. Brown and NACB have several security programs of which you should be aware. Brown University operates a free security shuttle that runs two routes around campus between 5pm and 3am. A security shuttle hits each stop every 20 minutes.

### ALCOHOL POLICY

The drinking age in Rhode Island is a strictly-enforced 21 years of age. You may be carded/proofed at bars and clubs during your stay in Providence.

### PARKING

All participants may use Providence street parking and Brown lots during the day. If you wish to leave your car in a Brown lot overnight, pick up a permit at the Information Center. In addition, you can leave your car at the Biltmore Hotel (\$5/day) and use the NACB shuttle bus (we recommend this choice whenever possible).

### DIRECTIONS TO THE NEAREST BROWN LOT

Traveling east on Waterman Street, turn left into the lot approximately 100 yards past Faunce Arch (and Prospect St). If you follow the lot around, you will find that there is another entrance on Angell Street. (See map.)

### DIRECTIONS TO THE OMNI BILTMORE (421-0700)

From the Brown campus, Angell Street flows (one-way) down College Hill into Providence. Turn left onto South Main at the cement barricades and take your first right down a winding path. After passing through a couple of skyscrapers, you enter Kennedy Plaza. Directly across is the Biltmore. Turn right, drive around the plaza, and take the first right past the Biltmore into the parking lot immediately behind it.

### DIRECTIONS TO THE HOLIDAY INN (831-3800)

From Brown, Angell Street flows (one-way) down College Hill into Providence. Turn left onto South Main at the cement barricades and take your first right down a winding path. After passing through a couple of skyscrapers, you enter Kennedy Plaza. At the light, you must turn right. Instead of following the road around the plaza, go straight down Exchange Terrace. Veer left and drive a block and a half down Sabin Street. On the left, just before Atwells Avenue, is the Holiday Inn.



**FRIDAY NOV. 22**

**2pm-midnight**

**REGISTRATION**

Salomon lobby

**3pm-4pm**

**U NETWORK RADIO AFFILIATES CONFERENCE**

Salomon 001

*All interested radio delegates are welcome to attend*

**3pm-6pm**

**STUDIO TOURS**

*Sign up at registration--WBRU & other stations*

**4pm-5pm**

**U NETWORK TELEVISION AFFILIATES CONFERENCE**

Salomon 001

*All interested TV delegates are welcome to attend*

**8pm**

**KEYNOTE ADDRESS: LAURIE ANDERSON**

Salomon 101 (& 001)

**10pm**

**WELCOMING RECEPTION**

Graduate Center

**SATURDAY NOV. 17**

**9am-6pm**

**REGISTRATION**

Salomon Lobby

**NACB CONFERENCE TRADE SHOW**

Salomon Lobby (Upper and Lower Levels)

**9am-10:30am Panels**

**THE GLASS CEILING: WOMEN IN MEDIA**

001 Salomon

*Mod.: Jill Slavin, President, Women In Cable  
Maggie Dugan, President, ACN  
Richard Leibner, President, N.S. Bienstock  
Elaine Shock, President, Shock Ink*

**NEW MUSIC RADIO**

102 Wilson

*Moderator: Craig Marks, Music Editor, CMJ  
John Butler, Nat'l Promo Mgr., TVT Records  
Brian Long, Editor, Rockpool  
Jim Neill, Dir. of Promotions, Rykodisc  
Mike Osbourne, Program Director, WBRU  
Max Tolkoff, Program Director, WFNX*

**RESPONSIBLE JOURNALISM**

101 Salomon

*Moderator: John Ellis, Harvard Inst./Politics  
David Bartlett, President, RTNDA  
Bob Guccione, Jr., Editor, Spin  
Emily Rooney, News Director, WCVB  
Danny Schechter, VP, Globalvision*

**10:45am-11:45am Seminars**

**AIRCHECK/RESUME REVIEW**

203 Salomon

*Oedipus, Program Director, WBCN*

**CAREERS IN MEDIA**

003 Salomon

*Maggie Dugan, Pres., ACN  
Joan Hamburg, Host, WOR  
Jill Slavin, President, Women in Cable*

**COLORFUL COMMENTARY**

104 Sayles

*William Koziarski, GM, WBSU  
Peter Shapiro, Chicago State University*

**COMMUNITY AFFAIRS**

103 Wilson

*Sandra Butler Jones, VP/Broadcast, WUSA  
Joe Langan, Dir./Prog., Colony Cable  
Rory O'Connor, President, Globalvision*



**EFFECTIVE MANAGEMENT**

205 Wilson

Jean Lorelle Paul, PD, Union Video Center  
B. Eric Rhoads, Editor, Pulse of Radio

**NEWS IN THE '90S**

101 Wilson

Mary Bubala, News Anchor, WENY-TV  
Anne Edwards, Media Consultant  
Randy Hillebrand, Professor, Hofstra U.

**RAPID EYE MUSIC**

202 Salomon

Cathy Carapella, VP, Diamond Time, Ltd.  
Sharon Steinbach, Editor, CVC Report

**SELLING YOUR STATION**

105 Wilson

George Hyde, Exec. VP, Radio Ad. Bureau

**TV TALK SHOWS**

104 Sayles

Janet Langhart, Program Host, TV9  
Robert Morton, Producer, NBC's Late Night

12pm

**LUNCH**

Sayles Hall

Box lunches available for pick-up

12:30pm

**LUNCHEON ADDRESS:****JUDY MCGRATH, MTV CREATIVE DIRECTOR**

001 Salomon

1:30pm-2:50pm Panels

**CABLE NETWORKING: A NEW BREEDING GROUND**

102 Wilson

Mod.: Bill Durand, Legal Counsel, NCTA  
Geoffrey Darby, VP/Prog., Nickelodeon  
Mark Kozaki, Prgrm Evaluation, Discovery

**MEDIA AND THE VOTE: THE '92 CAMPAIGN**

001 Salomon

Moderator: Anne Edwards, media consultant  
David Bartlett, President, RTNDA  
John Ellis, Professor, Harvard  
Bob Guccione, Jr., Editor, Spin

Patrick Lippert, Exec. Dir., Rock the Vote  
Darrel West, Assoc. Professor, Brown U.

**3pm-4pm Seminars****CAREERS IN TV**

205 Wilson

Vicky Gregorian, VP/Prog., WHLL-TV  
Janet Langhart, Program Host, TV9  
Richard Leibner, President, N.S. Bienstock

**CREATIVE CABLE PROGRAMMING**

202 Salomon

Mark Kozaki, Prog. Evaluation, Discovery  
Joe Langan, Dir./Prog., Colony Cable

**FUTURESHOCK**

103 Wilson

Fred Lark, President, Lark Unlimited  
Oedipus, Program Director, WBCN  
Erica Farber Viola, Exec. VP/GM, Interep

**INDEPENDENTS WORKSHOP: SHOW AND TELL**

203 Salomon

Nancy Kaplan, Professor, Hofstra  
Robert Morton, Producer, NBC's Late Night  
Marcia Rock, Professor, NYU

**MUSIC LICENSING**

104 Sayles

Cathy Carapella, VP, Diamond Time, Ltd.  
Jeff Cohen, Writer/Publisher Relations, BMI  
Debbie Rose, Assoc. Dir., ASCAP

**RADIO THEATER: RAIDERS OF THE LOST ART**

003 Salomon

Mod.: Rick Smith, NACB Publications Dir.  
Sean Carolan, Prod., Hub City Spoke Repair  
George Zarr, Composer/Radio Dramatist  
Sue Zizza, Comm. Arts Faculty, Hofstra U.

**RECORD COMPANY RELATIONS**

105 Sayles

Stewart Brodian, Pres., Mountain Records  
John Butler, Dir. of Nat'l Promotions, TVT  
Jim Neill, Dir. of Promotions, Rykodisc

**TECHNOLOGY ON THE FOREFRONT**

101 Wilson

Lee Facto, VP, Radio Computing Services





*Raymond Rask, Pres., Multicomm/Westar*  
*John Tiedeck, Sales Manager, Fidelipac*

## TV AND RADIO MARKETING

105 Wilson

*Lynne Grasz, Pres., Grasz Communications*  
*Gail McGill, Dir. of Marketing, WJAR-TV*  
*B. Eric Rhoads, Editor, The Pulse of Radio*

## 4:15pm-5:15pm Seminars

### ASK A LAWYER

205 Wilson

*Cary Tepper, NACB Legal Counsel*  
*Laura Mizrahi, NACB Engineering Counsel*

### CAREERS IN MARKETING SALES

105 Wilson

*Lynne Grasz, Pres., Grasz Communications*

### COMMUNITY RADIO

104 Sayles

*Nadine Gelineau, President, NCRA*  
*David LePage, VP/Member Services, NFCB*

### EXPERIMENTAL VIDEO

202 Salomon

*Lois Bianchi, Associate Professor, Syracuse*  
*Robert Campanell, Producer, Cyberia*  
*Mike McKenna, Computer Researcher*

### INDEPENDENT'S WORKSHOP PART 2: YOUR FIRST STEP

203 Salomon

*Henry Hampton, President, Blackside Prod.*  
*Nancy Kaplan, Professor, Hofstra U.*  
*Robert Morton, Producer, NBC's Late Night*  
*Marcia Rock, Professor, NYU*  
*Jeff Southard, NACB Network Director*

### INVESTIGATIVE REPORTING

103 Wilson

*Rory O'Connor, President, Globalvision*

### PRODUCTION WORKSHOP

WBRU Production Studio

*Max Toloff, Program Director, WFNX*

### RADIO TALK SHOWS

105 Sayles

*Joan Hamburg, Program Host, WOR*  
*Frederick Levy, Producer, KSCR/KWNK*

### SATELLITE NEWSGATHERING

101 Wilson

*Arlene Krebs, Educ. Satellite Consultant*  
*Jeff Miller, Marketing/Technology, WGBH*

## 5:30pm-6:30pm Seminars

### CAREERS IN THE MUSIC INDUSTRY

101 Wilson

*Debbie Rose, Assoc. Dir., ASCAP*  
*Elaine Shock, President, Shock Ink*  
*Sharon Steinbach, Editor, CVC Report*  
*Max Toloff, Program Director, WFNX*

### CHILDREN'S PROGRAMMING

105 Sayles

*Helen Boehm, VP, Fox Children's Network*  
*Geoffrey Darby, Sr. VP/Prog., Nickelodeon*

### DOCUMENTARY: SURVIVAL OF THE FITTEST

202 Salomon

*Sandra Butler Jones, VP/B'cast Ops., WUSA*  
*Henry Hampton, President, Blackside Prod.*  
*Marcia Rock, Professor, NYU*  
*Danny Schechter, VP, Globalvision*

### HERTZ SO GOOD: ENGINEERING

205 Wilson

*Laura Mizrahi, NACB Engineering Counsel*  
*Wm. Robedee, Chief Eng., SUNY-New Paltz*

### MUSIC PRESS AND RADIO

102 Wilson

*Bob Guccione, Jr., Editor, Spin*  
*Brian Long, Editor, Rockpool*  
*Craig Marks, Music Editor, CMJ*

### THE RATINGS GAME

104 Sayles

*Ed Cohen, Dir. of Research, Birch*  
*Darren Kornblut, Research Analyst, Katz*

## SPORTSCASTING

203 Salomon

*To Be Announced*

## THIS PROGRAM IS BROUGHT TO YOU BY...: FUNDRAISING

105 Wilson

Mod.: Glenn Gutmacher, NACB Exec. Dir.  
David LePage, VP/Member Services, NACB  
Cary Tepper, Putbrese, Hunsaker & Ruddy  
Kathy Van Bronswyk, La Bande Magnetique  
Brad Wilson, KWCR

6:30pm-8pm

## DINNER BREAK

*Enjoy Providence's wide variety of  
restaurants and eateries*

8pm-9pm

## THE INTEREP RADIO STORE NATIONAL COLLEGE RADIO AWARDS

101 Salomon

*Presentation of station/individual awards; all  
conference participants are encouraged to  
attend*

9pm-10pm

## THE NATIONAL COLLEGE TV PROGRAMMING AWARDS

101 Salomon

*Presentation of programming awards; all  
conference participants are encouraged to  
attend*

SUNDAY NOV. 24

8:30am-10am

## BOARD OF DIRECTORS INTERVIEWS & ELECTIONS

101 Salomon

*Candidate interviews and elections, voting on  
NACB bylaw amendments; all NACB  
members are encouraged to attend*

9am-3pm

## NACB CONFERENCE TRADE SHOW

*Salomon Lobby (Upper and Lower Levels)*

9am-10am

## FOOD FOR THOUGHT: STUDENT ROUNDTABLES

*Leung Gallery*

10am-11am Seminars

## FACULTY FORUM

202 Salomon

*Tom McCray, Assoc. Prof., Buffalo State U.  
Dan Panici, Ass't. Professor, Berry College*

## GRADUATE SCHOOL

104 Sayles

*To Be Announced*

## NIGHTCLUB DJs

203 Salomon

*Vic Michaels, Ops. Mgr., WGAO*

## NOW AVAILABLE!

## PROFESSIONAL RATINGS DATA AT A COST ANY COLLEGE STATION CAN AFFORD!

Birch/Scarborough Research and NACB are committed to supporting college broadcasters—we want to make it easy for you to receive the same ratings reports that many commercial stations receive... at only a fraction of the cost!

## CALL 401/863-2225 FOR DETAILS—OR ASK ANY NACB DIRECTOR AT THE CONFERENCE!

Birch/Scarborough Research is the leading supplier of syndicated telephone-based radio audience ratings and qualitative/product usage data in more than 270 markets.

## STATION MANAGERS FORUM

003 Salomon

Vince Rubino, Station Manager, WBRU

Jonathan Zager, Station Manager, BTV

## TRAINING PROGRAMS

003 Salomon

Donna Halper, Pres., Halper & Associates

Michael Keith, Prof., George Washington U.

## 11:15am-12:15pm Seminars

## BRAINSTORMING

203 Salomon

Steve Stockman, Pres., Custom Prod., Inc.

## CZECH-U.S. TRANSATLANTIC CONFERENCE CALL

001 Salomon

Mod.: Glenn Gutmacher, Exec. Dir., NACB (USA)

Mod.: Robert Horvitz, Dir. of Radio Activ., Center for Indep. Journalism (Czech.)

## EDUCATING YOUR AUDIENCE

104 Sayles

To Be Announced

## FORMATTING

003 Salomon

Charlie Cook, Sr. VP, McVay Media

## STUDENT'S PRODUCING FOR STUDENTS

105 Sayles

Frederick Levy, Producer, KSCR/KWNN

Jeff Southard, Network Director, NACB

Jonathan Zager, Station Manager, BTV

## WRITING A GOVERNING DOCUMENT

202 Salomon

Dan Panici, Asst. Prof., Berry College

## 12:30pm-1:30pm

## CLOSING CEREMONY

Alumnae Hall

Announcement of new Board of Directors,

Showcase: Student Award Winners

# You Loved the Conference... But Hated the Trip?

No Problem... We're Bringing the NACB  
Conference Experience To *Your* Neck of the Woods!

### MIDWEST REGIONAL CONFERENCE

FEBRUARY 7-8

Indiana University, Bloomington, IN

### MID-ATLANTIC REGIONAL CONFERENCE

APRIL 4

Luzerne County Comm. College, Nanticoke, PA

### WESTERN CONFERENCE

MARCH 20-22

U. of Southern California, Los Angeles, CA

### SOUTHERN REGIONAL CONFERENCE

APRIL (TBA)

Middle Tennessee State U., Murfreesboro, TN

Watch For Conference Updates  
in the January/February issue of *College Broadcaster* magazine  
Look For Regional Conference Flyers in Your Station Mail!





Saturday, Nov. 23  
9am-10:30am

### THE GLASS CEILING: WOMEN IN MEDIA

Some media professionals suggest that it has been shattered; other industry critics contend that it's still there (it's just been polished better to cut the glare). Are women gaining their rightful foothold in the upper echelons of the corporate broadcasting world? What steps are we taking to improve workplace equality, and what steps remain untaken? What should young women seeking media jobs expect from their employers and the industry in general? Instead of a gripe session, this panel will strive to offer intelligent viewpoints on the issues and dangers involved in workplace sexism. The panel will also offer student broadcasters an idea of what they may expect in the "real world," based on the panelists' experiences.

### NEW MUSIC RADIO

*Progressive. Alternative. Cutting edge. DANGEROUS...* While your college administration goes on dancing that old dance with the FCC and the intolerant fringes of your audience, how does your alternative ideology stay on track? Are dedication and perspiration worth anything in a business that seems hog-tied by censorship and the dash for dollars? To whom do college programmers owe their allegiance—the bands, the labels, the listeners, or themselves? Members of the commercial radio industry chair this panel to offer some ideas... and frank opinions. The realities boil down to this... what the hell are you risking your FCC license—and your Chem grade—for?

### RESPONSIBLE JOURNALISM

The press has historically played an extremely active role in forming the opinions of the American citizen. With the recent media bar-rages surrounding the Gulf War, the attempted Soviet coup and the Thomas hearings, it is difficult to draw the customary lines. Where does news stop and overkill start? Are we reporting—or are we merely increasing sales

for our network or publication through gross sensationalism? Does the public's right to know infringe on a person's right to privacy, and vice versa? How far should the press go? Are they going far enough? And is the information they're sending what we want to hear, or what they think we want to hear?

10:45am-11:45am

### AIRCHECK/RESUME REVIEW

Oedipus, the nationally-syndicated progressive rock radio show host and program director of WBCN (Boston), will evaluate your demo tape and resume on the spot, pointing out strengths and targeting with an eagle eye the areas for improvement that can help you in your job-search in broadcasting. If you don't have a tape with you, you are still welcome to come and ask questions. You'll still benefit.

### CAREERS IN MEDIA

With the devastating economic crunch and across-the-board hiring freeze choking the industry and the nation, where are the jobs in the media? And how do you get the ones that are lurking out there? Be ready to face the realities, but look forward to invaluable tips on job interview techniques and how to put all available information to work for you. Radio and television hopefuls—this is not a panel to miss.

### COLORFUL COMMENTARY

Sports commentary seems deceptively easy—until you're sitting courtside with the headset on. The best commentators combine lively talk, precise timing and coordinated studio backing to deliver the coverage we take for granted. Radio sports experts will provide tricks of the trade on how to make *your* play-by-play and color commentary come alive. Learn how to distinguish between the two and how to find new ways for them to compliment each other.

### COMMUNITY AFFAIRS

Making links to the community is important for any TV station for a variety of reasons: it



increases station awareness and the success of promotions, but more importantly it creates a valuable resource for information, new sources of programming advice and response, and a network for encouraging local involvement in environmental and social issues.

## EFFECTIVE MANAGEMENT

Managing a station goes beyond making sure the deejays have arrived on time and the programs are successfully broadcast. Is it possible to maintain a peaceful, organized atmosphere in an environment where management turnover is high and operations are usually cramped into building space comparable to the average broom closet? Here's how to keep some continuity despite the inevitable transitions—and to keep your station flourishing under productive management year in and year out.

## NEWS IN THE '80S

Network news is by and large in an undeclared state of emergency and local stations are also cutting back the amount of news programming they air. We will discuss the current state of affairs behind the scenes at the networks, local affiliates and cable networks and what this information means in turn to the audience and to college broadcasters.

## RAPID EYE MUSIC

Blink and you'll miss it—the music video industry mutates and expands continuously, rewriting the business and rewriting the rules for the entire entertainment world. Music videophiles will examine the industry's last 10 years, its continuing growth and the prospects for the future.

## SELLING YOUR STATION

Respected radio advertising leader George Hyde adapts his Radio Sales University presentation (given to commercial station sales personnel around the country) for college stations. This session is guaranteed to provide valuable insights that you can use to increase underwriting revenue at your station.

## TV TALK SHOWS

Contrary to popular belief, Carson and Letterman do not dance onto stage each night and kill the crowd with dazzling, unrehearsed hilarity. The talk show is an exact science, an intricate waltz carefully orchestrated and skillfully executed. Ed McMahon may not announce *your* host's entrance, but here's how to put on the best talk show possible with the means at your disposal.

1:30pm-2:50pm

## CABLE NETWORKING: A NEW BREEDING GROUND

Current advances in fiber optic technology will allow individual cable systems of the near future to carry more than 100 channels. Programmers are going to be scrambling to find the niches within the niches—while battling to keep from being lost in the deluge. Multiplexing is one route—but are there others? How is cable *really* affecting the broadcast networks? What can we expect in the new cable era?

## MEDIA AND THE VOTE: THE '92 CAMPAIGN

College students are considered the group to ignore, written off as apathetic toward the whole democratic voting procedure. Others believe that there has been a real lack of issues for the younger generation to concern themselves with, that the fault lies with the media—a heavy influence on the teen and post-teen set—in failing to target those issues and to examine the crises that matter to the American youth. What will it take for the college-age voice to be heard? What can the media do to re-evaluate its position in educating America about the electoral process? What can *we* do to get the ball rolling?

3pm-4pm

## CAREERS IN TV

Seasoned television personnel will give you the hard facts on how to succeed in this segment of the industry, from polishing your resume to hitting the job-interview trail and facing the competition vying for a place in that





overcrowded market.

### CREATIVE CABLE PROGRAMMING

Is there anything new under the sun? Despite the vast number of cable channels readily available to the viewer, so much of what we're seeing is repeats, reruns and tired retreads of outdated network programming. What can be done to spice up the pickings? What kinds of fruit will the new crop of cable channels offer, and how can college programmers cash in on the need for fresh product?

### FUTURESHOCK: THE MEDIUM AND THE PROFIT MARGIN

*The almighty greenback.* It does, as they say, make the world go 'round. Likewise the industry. It is only possible to run a professional station if you're conscious of the real-world necessities of budgeting and profit standards.

### INDEPENDENT'S WORKSHOP: SHOW AND TELL

In this first half of a two-part workshop, selected contributors will have the opportunity to present their videos for critique by seasoned industry pros and college professors. Interested producers must register for the workshop upon arrival at the conference.

### MUSIC LICENSING

This is an integral part of the industry, critical to the distribution of artists' royalties. In this session you'll learn the lingo of music publishing and licensing, the difference between performance and mechanical rights, and the techniques utilized by different agencies to measure airplay. You'll also learn about your obligations as a college broadcaster and producer, and get the lowdown on the newly-proposed music licensing fees for college TV stations.

### RADIO THEATER: RAIDERS OF THE LOST ART

Our panelists are quick to point out that the art has never actually been lost, but they're not here to laud the so-called "Golden Age of Radio"; on the contrary, radio theater in the 1990s is fresh, flip, hip, and immediately relevant to today's audience in ways the Golden Era never imagined. To kick off this celebra-

tion of a unique genre, Hofstra U.'s *Radio Works Players* will present four brief selections—some you'll know, some brand new—followed by an open discussion of various facets of radio drama, radio comedy and steps toward starting your own radio theatre series.

### RECORD COMPANY RELATIONS

Both major and independent labels depend heavily on college stations for airplay of their alternative music and music videos. Most companies are more than willing to service college stations—even with product that will only air on once-a-week specialty shows. Representatives from various independent labels will tell you what they expect in return, and respond to your concerns.

### TECHNOLOGY: ON THE FOREFRONT

The media industry is a rapidly changing field. As technology improves (and becomes more and more expensive), the industry leader must adapt quickly or be overtaken by younger, more innovative companies using new ideas and equipment. We'll explore how such technological changes, along with changing consumer tastes and increasing fragmentation, will affect the programming of the future.

### TV AND RADIO MARKETING

Professionals will agree that the most effective radio promotions depend less on money than on creativity. Using specific examples, marketing experts will discuss how college stations can develop and implement promotions harnessing the creative resources available at your school. Even without the money and resources of a commercial station, college stations can create successful, innovative promotional campaigns to capture their audience.

4:15pm-5:15pm

### ASK A LAWYER

NACB's own legal and engineering counsels will answer your FCC and other technical and legal questions. Learn about the Commission's rule changes, how they will affect college sta-





tions and how to define what is permissible in broadcasting and cable.

## CAREERS IN MARKETING/SALES

You've learned how to handle the the cold call, but not when it comes to actually getting that first job. Even the most confident marketing student can stumble when it comes to marketing your most valuable commodity—you.

## COMMUNITY RADIO

Public affairs programming has always been an important part of a broadcast station's entire package. Stations have a responsibility to serve their communities with campaigns aimed at informing the public on current issues and local problems. But are such programs being developed in the interest of the viewer and the community—or in that of the station? And how does music figure into community vs. college radio? Learn how to integrate community service into your programming.

## EXPERIMENTAL VIDEO

With the mind-boggling new leaps in computer-generated animation and virtual reality programming, there is a fresh, funky genre of video flourishing on the fringes of the industry. When will the business make room for the new wave? How can you market a product so extraordinary no one seems able to categorize it? Video's getting a facelift—come check out the new look.

## INDEPENDENT'S PART 2: YOUR FIRST STEP

In the second half of this how-to workshop, our team of experts will suggest methods of distribution for your video programming, outlining the right way to make the transition from amateur producer to successful industry contributor.

## INVESTIGATIVE REPORTING

Everyone in the news game salivates over that elusive "big story." How do you get the facts when nobody wants to talk to you? What are your ethical responsibilities as an investigative journalist? What is the role of investiga-

tive reporting in society, on campus and in the college news program?

## PRODUCTION WORKSHOP

There—hiding in the back of the station—is that religiously avoided inner sanctum—the *production room*. There's no reason to fear the hands-on end of the business—it may surprise you to discover just how much is possible, even with the most basic equipment. Good production skills and a little creative planning make all the difference. This session will walk you through the techniques that give your production a full, distinctive flavor, creating exactly the on-air station image you want.

## RADIO TALK SHOWS

Eric Bogosian called talk radio "the last neighborhood in town." Requiring a healthy mix of intelligence, personality, spontaneity and careful pre-production, the talk show format is every bit as viable on radio as it is on TV. Our panel will give you new insight into the theory and practical execution of powerful, engaging, exciting talk radio, even suggesting ways you might be able to find national exposure for your program.

## SATELLITE NEWSCATHERING

Satellite technology practically brought the Gulf War and the failed Soviet coup into the American living room. How is this up-to-the-minute resource changing the way the news is gathered, presented and absorbed?

5:30pm-6:30pm

## CAREERS IN THE MUSIC INDUSTRY

There are more career choices in heaven and earth than are dreamt of in your philosophy! The recording industry itself, label or artist representation, music publishing and licensing, music journalism and music business administration provide a wide spectrum of career opportunities for the serious business major, deejay, or ardent music lover. Find out what steps you can take to position yourself for success in the music world.

**CHILDREN'S PROGRAMMING**

As delicate as *all* programming is in today's era of FCC crackdowns and public outcry against questionable material, programming for children is more delicate still. "Kid-TV" regularly comes under fire while commercial programmers battle to prove that their shows are more than just extended ads for related toys and cereals. Can college broadcasting fill the gap? How can you produce quality material for youngsters while maintaining your own production standards and dedication toward intelligent, ground-breaking television?

**DOCUMENTARY: SURVIVAL OF THE FITTEST**

Where once the documentary was the revered "grand old lady" of film, shoestring budgets, excessive cuts in federal aid and a dangerous new wave of censorship are hindering the best efforts of documentary producers. And where does one find an outlet to celebrate this most elemental of filmmaking? Is it necessary to become as cutthroat as the rest of the business in order to beat out the competition? Can even the fittest survive?

**HERTZ SO GOOD: ENGINEERING**

The variety of radio broadcasting equipment on the market today has reached mind-boggling proportions. College stations are increasingly targeted for down-sized versions of state-of-the-art equipment. What's out there that's affordable and worthwhile? What happens when the Next Big Thing—digital audio—swings into action? Specific college station technical questions will also be answered.

**MUSIC PRESS AND RADIO**

Radio—especially college radio—has been criticized time and again for becoming irrevocably tied to (some say *enslaved by*) the charts that appear in various music trade magazines. How did this happen, and how can we shift the relationship back into proper perspective? Are music journalists fighting the good fight—breaking the boundaries and couching valid social/political/environmental concerns in an accessible, entertaining package—or are they

simply cashing in on a popular medium to pile up their own profits?

**RATINGS GAME**

Most college broadcasters can afford to ignore that most challenging of industry game shows—the Ratings Game. However, if you're planning to move on to a real-world career in TV or radio, those ratings can make or break you. Understanding how commercial stations in your market utilize their ratings to promote themselves can help you to market and position your own college station—and it may be more to your benefit than you think.

**SPORTSCASTING**

Learn what it takes to make college TV sports as dynamic as it is on the networks. Professionals with vast sports-production expertise take you through the technical processes of coordinating multiple feeds and mixing tape with live action, as well as other necessary pre-production tricks sure to make the difference between successful and mediocre sportscasts.

**THIS PROGRAM IS BROUGHT TO YOU BY...: FUNDRAISING**

College stations do not live by underwriting alone... What other kinds of fundraising can you employ to increase revenues? Experts in diverse areas of the business will outline original, effective moneymaking schemes that can cause your profitability to skyrocket!

Sunday, Nov. 24  
9am-10am

**FOOD FOR THOUGHT**

Have a powerful networking breakfast with your fellow broadcasters, with tables grouped by topic. Exchange ideas, phone numbers, bumper stickers, etc. It's your opportunity to trade cool stories and hot tips!

10am-11am

**FACULTY FORUM**

We address issues of particular concern to





communications faculty affiliated with college stations, such as: budgeting, fundraising, the role of student managers in a faculty-supervised station, station/school relations, etc.

## GRADUATE SCHOOL

More school? Are you outta your mind? Actually, it can be more beneficial than just a way to keep doing college radio for another couple of years. But how beneficial is a graduate program in comparison to ending the suspense and taking the plunge into the industry?

## NIGHTCLUB DJs

Believe it or not, they're always in demand. College station jocks with good board and vocal skills can earn some decent money and sharpen their performances by moonlighting. What are the differences between broadcast deejaying and nightclub service?

## STATION MANAGERS FORUM

Meet with college station managers from across the nation to share innovative ideas and concerns. You'll be surprised how many of your colleagues face the same problems and goals!

## TRAINING PROGRAMS

College stations often benefit from their comparatively large staffs, yet this plethora of personnel creates many problems: staff coordination is difficult to manage; turnover rate is high, and the station manager is confronted with the necessity of motivating a staff composed predominantly of unpaid volunteers. Learn from pros who have managed both professional and college stations.

11:15am-12:15pm

## BRAINSTORMING

Such a colorful word—for such a tough subject! This engaging seminar is designed to help you make your brainstorming and thinktank sessions more productive, to gain more from spontaneous discussion and to hone your ideas into a polished plan of action.

## CZECH-U.S. TRANSATLANTIC CONFERENCE CALL

Arranged through The Center for Independent Journalism, this special session is a live phone call between our conference and newly emerging college broadcasters in Czechoslovakia. Participants from the illegal station broadcasting at Komisius U., the Czech policy maker who drew up the nation's new broadcasting law and the head of Palachy U. who wants to start a college TV station are among the participants. The audience will be able to share ideas directly with the Czechs via speakerphone. (Language translation provided.)

## EDUCATING YOUR AUDIENCE

The role of the college station should always remain—in part—educational! Join us to discuss the symbiotic relationship between stations and the various non-profit and educational organizations they work with. College radio *can* make a difference in your school and community. Here's how.

## FORMATTING

More and more "progressive" stations are inserting hefty chunks of jazz, classical, urban, New Age, reggae and other block programs into their formats. Free-forming is also becoming more popular. Is block programming costing you listeners? Is free-form just another name for lazy programming? Will the listeners tune out? Will the labels cut servicing? Why not join us to discover the truth?

## STUDENTS PRODUCING FOR STUDENTS

You've got three tests next week. A paper due Friday. Laundry to do. And, oh yes—you've got to produce a program for a national network! Find out how you, too, can live on stress and Twinkies and enjoy every minute of it.

## WRITING A GOVERNING DOCUMENT

Revise or update your station's most valuable resource guide, or if you're starting from scratch, find out how to compose a station constitution. It could be the most important session of the weekend.





# THE INTEREP RADIO STORE NATIONAL COLLEGE RADIO AWARDS

## The Awards Ceremony

It is with great pleasure that we introduce the  
The Interrep Radio Store National College Radio  
Awards.

THE INTEREP  RADIO STORE

For the first time in college broadcasting history, this competition lauds outstanding work in college radio in the areas of programming, promotions/marketing, community service and station management/operations with thousands of dollars in cash, prizes and certificates to stations and individuals nationwide.

The competition was administrated by NACB. Final judging was conducted by a Blue Ribbon Panel comprised of five outstanding figures from the radio industry: Vic Michaels, on-air personality for WPRO-FM (Providence, RI); Oedipus, Program Director at WBCN-FM (Boston, MA); Mary Catherine Sneed, V.P. of Operations of Summit Communications (Atlanta, GA); Erica Farber Viola, Executive V.P. of The Interrep Radio Store (New York, NY), and Stephanie Williamson, Director of Promotions and Marketing at WYNK-FM/AM (Baton Rouge, LA).

Now you will hear about and meet the finalists of this national competition as we announce the winners in this gala ceremony. We thank you for coming and sharing in this exciting moment in college radio history.

## Station Awards Finalists

### BEST PROGRAMMING

KDLX, Northwestern Missouri State University  
KJHK, University of Kansas  
KQAL, Winona State University  
WRHU, Hofstra University  
WSOU, Seton Hall University

### BEST PROMOTIONS/MARKETING

*(sponsored by Nationwide Communications and WYNK-FM/AM)*

KDLX, Northwestern Missouri State University  
KJHK, University of Kansas  
KSJS, San Jose State University  
KWCR, Weber State University  
VIC 106, Ithaca College

### BEST COMMUNITY SERVICE

*(Sponsored by Summit Communications)*

KDLX, Northwestern Missouri State University  
KJHK, University of Kansas  
WPSC, William Paterson College  
WRHU, Hofstra University  
WSOU, Seton Hall University

### BEST MANAGEMENT/OPERATIONS

KQAL, Winona State University  
KSJS, San Jose State University  
KWCR, Weber State University  
WMCO, Muskingum College  
WRHU, Hofstra University



# THE INTEREP RADIO STORE NATIONAL COLLEGE RADIO AWARDS

## Individual Awards Finalists

### PROGRAM DIRECTOR OF THE YEAR

Craig Carmichael (KDLX, Northwestern Missouri State University)

Dean Beckman (KQAL, Winona State University)

Jeannine Parshall (KSJS, San Jose State University)

### PROMOTIONS DIRECTOR OF THE YEAR

Kurt Sempf (KDLX, North western Missouri State University)

Peter Nyberg (KSJS, San Jose State University)

Joe Taylor (VIC 106, Ithaca College)

### STATION MANAGER OF THE YEAR

Jeff Greunke/Kurt Sempf (KDLX, North western Missouri State University)

Tricia Kensinger (KJHK, University of Kansas)

Pol van Rhee (KSJS, San Jose State University)

## Station of the Year Finalists

KDLX, North western Missouri State University

KJHK, University of Kansas

KQAL, Winona State University

WMUL, Marshall University

WRHU, Hofstra University

## Faculty Advisor of the Year

Tim Mensendiek (KJHK, University of Kansas)

*(Awarded by the NACB Judging Committee)*

## Sponsorship

The Interep Radio Store is the nation's largest full-service sales and marketing company for radio advertising. It is the parent company that owns and operates seven national radio representation firms: Durpetti & Associates, Group W Radio Sales, HNWH Radio Sales, Major Market Radio, McGavren Guild Radio, Schubert Radio Sales and Torbet Radio, as well as The Interep Radio Store Networks, Caballero/MG Spanish Media and a number of support services including research, marketing and promotional assistance.

Interep is also known for its dynamic "Radio 2000" plan oriented to increasing total advertising dollars spent on radio and generally raising national awareness of the medium in the business community. Tonight's competition demonstrates Interep's commitment to the future of the radio industry in another dynamic way.

*All awards are sponsored by The Interep Radio Store except where noted.*



# THE NATIONAL COLLEGE TV PROGRAMMING AWARDS

Sponsored by MTV

## The Awards Ceremony

This first annual competition seeks to identify and recognize outstanding student producers from colleges and their campus TV stations in all programming genres.

Though best known as a music video channel, MTV: Music Television has committed its support to the National College TV Programming Awards because it seeks top young production talent from all backgrounds. Besides the creation of its triple network set for 1993, MTV is already branching into more non-music video offerings, setting the stage for growth and expansion into new program areas.

First and second place cash prizes will be awarded to students for Best Program Series in the following categories: *comedy, drama, educational, experimental, music, news & public affairs* and *special events*; and for Student Works in *documentary, drama, experimental, music* and *news & public affairs*.

The awards were coordinated by NACB with final judging by a Blue Ribbon panel consisting of leading names in the television and film industries, including: Lauren Corrao, MTV VP/Development; Doug Herzog, MTV Senior VP/Programming; Beth Kurto, Associate Editor, *CVC Report*; independent filmmaker David Kluff, and Robert Morton, Producer of NBC's *Late Night With David Letterman*.

We hope you will enjoy watching the samples of these fine student productions compiled for this evening's awards ceremony. Please join us in congratulating the finalists of this year's competition.



## Awards Finalists For Individual Television Programs

### BEST STUDENT WORK: DOCUMENTARY

- Labor at the Crossroads (American Social History, Hunter College)
- Wake Up! (University of Maryland)
- Where Will Our Garbage Go? (HTV, Hofstra University)

### BEST STUDENT WORK: DRAMA

- An Early October (Image Haven Films)
- The Screener's Court (Media Communications, Webster University)
- The Yellow Wallpaper (San Francisco State University)

### BEST STUDENT WORK: EXPERIMENTAL

- Body Talk (Asbury College)
- We Got To Do What We Got To Do (Temple University)

### BEST STUDENT WORK: MUSIC

- Colours of the Day (Indiana University of Pennsylvania)
- Rap Perspectives (Hunter College)

### BEST STUDENT WORK: NEWS & PUBLIC AFFAIRS

- Breaking the Barrier (Dept. of Journalism)
- Collateral Damage (MCM-TV, Brown University)
- Journeys to New York (New York University)
- Rugby—Norwich Today (Norwich University)





# THE NATIONAL COLLEGE TV PROGRAMMING AWARDS

Awards Finalists For TV Series (3 Or More Episodes Broadcast)

## BEST COMEDY SERIES

*After Dark* (ICTV, Ithaca College)  
*Good News, Bad News* (University of Southern California)  
*Live At Eight* (Cable 8 Productions, Washington State University)  
*The Show* (MSU Telecasters, Michigan State University)

## BEST DRAMA SERIES

*Behind the Screen* (TV Dept., Columbia College)  
*Semesters* (ICTV, Ithaca College)

## BEST EDUCATIONAL SERIES

*Kid's Korner* (ICTV, Ithaca College)  
*Kid's Power* (FUSC-31, Fort Valley State College)  
*Mind and Body Workout* (IPFW, Indiana University/Purdue University)

## BEST EXPERIMENTAL SERIES

*Cyberia* (Explicit Multimedia, George Washington University)  
*Edge* (ICTV, Ithaca College)  
*The Mind's Eye* (PSTV Channel 10, SUNY-Plattsburgh)

## BEST MUSIC SERIES

*Radio in Motion* (U-TV, Northern Arizona University)  
*Video Underground* (Cable 8 Productions, Washington State University)

## BEST NEWS & PUBLIC AFFAIRS SERIES

*The Edmond Report* (KCSU-TV, University of Central Oklahoma)  
*Norwich Today* (Communications Center, Norwich University)  
*600 South* (Columbia College)  
*Stateline* (MSTV-30, Mississippi State University)  
*Studio One* (University of North Dakota)  
*Utah Tonight* (KBYU-TV, Brigham Young University)

## BEST SPECIAL EVENTS SERIES

*Bombers Football* (ICTV, Ithaca College)  
*Men's Volleyball* (Channel 6, Indiana University/Purdue University)  
*MSU Sports Update* (MSU Channel 12, Midwestern State University)  
*The War in the Gulf* (EIV, Emerson College)



## LAURIE ANDERSON

"The best thing about the term 'performance art' is that it's so ambiguous. It includes just about everything you might want to do."

—Laurie Anderson

Laurie Anderson has confounded cultural pundits and delighted audiences with her uncategorizable multi-media performances and recordings since her emergence in the early '80s as America's most recognized performance artist. Although fond of downplaying the unusual qualities of her ideas ("I don't think my work is *avant-garde*; I'm just a storyteller, the oldest profession of all"), her combinations of inventive electronics, striking visual imagery, original music, pointed anecdotes, and a distinctive stage persona have created a singular vision of performing art for our time. A jack-of-all-genres, Anderson works as a performer, composer, photographer, vocalist, writer, and recording artist, and she has shown her artwork at major museums in America and Europe.

After several years of performance on the art world circuit, her song *O Superman* became a major pop hit in 1980, climbing to Number Two on the charts in England and attracting the attention of larger audiences worldwide. It also began her association with Warner Bros. Records, the company that has released all of her subsequent recordings.

Anderson is perhaps best-known for *United States*, a seven-hour multi-media event that premiered at the Brooklyn Academy of Music Opera House in 1983, in which her idea was nothing less than a "big performance portrait of the country." The epic is captured on *United States Live*, a five-record set of the entire show, and *Big Science*, an album of selected songs. Anderson has also composed the score for Jonathan Demme's film of Spalding Gray's performance, *Swimming to Cambodia*, and appeared as the host of the PBS television series, *Alive From Off Center*.

Her most recent album, *Strange Angels*, and a new theatrical performance, *Empty Places* (recently performed at BAM for 24,000 people and soon to tour), reveal yet another shift in

the still-evolving development of this restless artist. Unlike her earlier, mostly spoken story-songs, Anderson now pushes singing to the foreground. The result is a revelation of the heart at the center of Anderson's complex, technologically sophisticated music. "When you stop speaking and start singing, it's terrifying," she explains, "because you really have to be very open. It's very hard to sing a lie."

Laurie's concern for the truths of contemporary experience, coupled with her high-tech wizardry and her undeniable spirit, are the essence of what makes broadcast without compromise possible. NACB is truly honored to present Laurie Anderson as the Keynote Speaker for the Fourth Annual Conference of College Broadcasters.

## DAVID BARTLETT

*President, Radio-Television News Directors Assn.*

Before becoming President of RTNDA in 1989, David Bartlett was Vice President of News and Programming for the NBC Radio Networks in New York. He joined NBC Radio in 1986 as Program Director of Talknet.

Bartlett's experience with the international aspects of broadcasting is extensive. He served as Director of News and English Broadcasts for the Voice of America, where his responsibilities included management of VOA's worldwide news operations, as well as all English-language programming. He created "Listen to America," the first telephone talk show ever broadcast by the VOA. He also helped develop programming for VOA/Europe, a special news and entertainment service created for young adults in Western Europe.

Before his VOA appointment, Bartlett was managing editor of Metromedia's international news service for independent television stations. He was responsible for all newsgathering and production and supervised the Washington headquarters and bureaus in New York, London and Jerusalem.

Over the past 10 years, he has also worked as a writer and producer of TV documentaries and public affairs specials for PBS, Turner Broadcasting and WRC-TV in Washington.



## LOIS BIANCHI

*Associate Professor, Syracuse University*

Lois Bianchi has worked in television and film production since 1966, producing documentaries, docudramas, dramatic programs and experimental videos for WNET, CBS, ABC, and independent companies.

From 1983 to 1988 she was Director of Local Programming and Production at WNET/13, New York's public television station. Now working independently, she continues to executive produce documentary programs as well as the public television series, *New Television*, and consults on various television projects.

Bianchi has lectured and participated in numerous panels and seminars in this country and abroad. She curated "Video Transformations," an exhibition of video works that toured museums in the U.S. and Mexico. She is the recipient of several awards, including the New York Area Emmy Award, two CEBA awards, a CINE Golden Eagle and a Gold Plaque from the Chicago Film Festival.

Currently, Bianchi is a member of New York Women in Film and the Byrd Hoffman Foundation and teaches at the Newhouse School of Public Communications at Syracuse.

## HELEN BOEHM

*Vice President, Fox Children's Network*

Helen Boehm is an educational psychologist, author and nationally recognized expert in the area of children's television, marketing and advertising. She is currently Vice President of the Fox Children's Network where she oversees children's standards and practices for advertising and marketing, and administers Fox Broadcasting's public service program. Prior to joining Fox she directed the Children's Advertising Review Unit of the Council of Better Business Bureaus, the self-regulatory mechanism of the children's advertising industry.

Appearances on *Today*, *20/20*, *Good Morning America* and others network and local TV programs have made Boehm a familiar child development resource to parents across the country. In addition, she is the author of a

popular trade paperback, *The Right Toys*, and numerous articles in consumer and trade magazines.

## STEWART BRODIAN

*President, Mountain Records*

Stewart Brodian began his career as a newscaster and disc jockey on Kean College's WKNJ in Union, New Jersey. In 1982, he wrote, produced and recorded his first single, which received college and commercial station airplay.

Brodian founded Mountain Records in 1983 and continues to manage the label. In 1985, he organized a charity record for African famine aid featuring top artists from his home state. In late 1989, Mountain released a compilation LP of top New Jersey bands which received national airplay. After a national television appearance on USA's *Up All Night* with Gilbert Gottfried in March 1990, Brodian opened a Mountain branch office in England.

Brodian continues to record and perform. His credits include an appearance on *The Joe Franklin Show*, and an airing last February of a novelty tune, "I Hate the Compact Disc," on *The Dr. Demento Show*.

## MARY BUBALA

*News Anchor, WENY-TV*

Mary graduated from Ithaca College (NY) in 1989, where she was heavily involved in ICB-TV, the campus cable television station, rising to become head of the news department. During her last years at Ithaca, she sat on NACB's Executive Board (1988-89).

Currently, Mary serves as morning news anchor at ABC-affiliated WENY-TV (Elmira, NY).

## ROBERT CAMPANELL

*Producer, Cyberia*

Robert Campanell is the producer of the cyberpunk television program *Cyberia*, now in its second season on U Network. The program, an independent student production, is one of the most innovative on television. It features computer animations and music vid-





eos from electronic musicians, skillfully demonstrating the use of the computer as an artistic medium. *Cyberia* was recently featured at the Computer Graphics Society of Japan's animation festival, and was enthusiastically received by cyberpunk press.

Campanell is currently a contributing writer for the cyberpunk culture magazine *BOING boING*. He has also written for the alternative music magazines *B-Side* and *The Offense*.

Campanell earned a B.S. in civil engineering from Ohio State and his Master's in engineering management from George Washington U. He plans to pursue a doctorate degree, focusing his research on the development of second-generation virtual reality technology.

### CATHY CARAPELLA

*VP/North American Opns., Diamond Time, Ltd.*

The London-originated Diamond Time is one of the world's foremost producers of programs for use in public locations. The company currently supplies audio-visual programming to approximately 6,000 outlets such as bars, clubs, hotels and retail outlets in England, France, Germany, Italy, Japan, the U.S. and other countries. Current clients include The Showtime Networks, Elektra Entertainment, Virgin Records, Warner Bros. Home Vision, and *Institut National de L'audiovisual* of Paris, France.

Prior to her position as Vice President of Diamond Time, Cathy Carapella served as Vice President of Operations at Rights and Clearances, Inc., and was Associate Producer and Director of Acquisitions at Man In The Moon Productions.

### ED COHEN

*Director of Research, Birch/Scarborough Research*

In his current position as department head, Ed Cohen manages all operations and methods research efforts for the national radio audience ratings company. He has previously worked at various radio stations—including five years as operations manager of WSPA-FM (Spartanburg, SC). In addition, he spent

two years as director of audience measurement and policy research for the National Association of Broadcasters in Washington, D.C.

Cohen has a doctorate in Mass Media from Michigan State. His dissertation, "A Model of Radio Listener Choice," recently won the inaugural dissertation award from the Broadcast Education Association.

Ed's experience in college radio includes serving as general manager of WLFT at Michigan State, program director at WUSC at the University of South Carolina, and program director at the now-defunct WEAK at Michigan State.

### CHARLIE COOK

*Senior Vice President, McVay Media*

Charlie Cook has been a broadcaster for over 20 years. He has served as an air talent and program director in New York City, Los Angeles, Miami and Denver.

Presently, Cook is Senior VP and partner at McVay Media, a radio consultancy working with more than 100 radio stations in the U.S. and Australia. Charlie is also the host of *Solid Gold Country* on the Unistar Radio Network, as well as a member of the Board of Directors of the Country Radio Broadcasters and Leadership Music in Nashville.

### GEOFFREY DARBY

*Senior Vice President, Nickelodeon/Nick at Nite*

Geoffrey Darby has been affiliated with Nickelodeon since 1980, as producer of Nickelodeon's first co-production, *You Can't Do That On Television*, and two subsequent Canadian productions, *Mr. Wizard's World* and *Turkey Television*. In 1984, Darby came to this country to join Nickelodeon's in-house production unit where, under his direction, Nickelodeon created *Double Dare*, *Kids Court*, *Eureeka's Castle*, *Hey Dude*, *Kid's Choice Awards*, *Think Fast* and several specials for Nick at Nite. Currently, Darby is responsible for overseeing the production of all Nickelodeon in-house programs.

**MAGGIE DUGAN**

*President/GM, The American Comedy Network*

Maggie Dugan has been involved in radio since obtaining a position as News Director for WBRU-FM (Brown University). After graduating from Brown in 1984, she served as marketing director for Earshot/Rip 'N' Read, a light-hearted, syndicated radio news service in San Francisco, and also as marketing director for WAAF-FM, NEWCITY Communications. In 1987, she founded her own radio promotion consulting firm, aptly named Maggie Dugan Radio Promotion.

Her career with The American Comedy Network began in 1989 with a position as Vice-President for NEWCITY Communications, the parent company of The American Comedy Network. She continues to hold that title, in addition to serving as President/GM of Commercialworks (since July 1988), and President/GM of The American Comedy Network (since August 1990).

**ANNE EDWARDS**

*Media Consultant*

Anne Edwards' recent consulting projects have included preparing advanced press work for Nelson Mandela's visit to the U.S., planning Soviet Premier Mikhail Gorbachev's stop in Minnesota during his latest visit and co-writing the *Voters Channel Report*, which proposed revised NPR and PBS coverage for the 1992 elections. Before she began consulting, Edwards was Senior Editor for Political and Elections Coverage at NPR. She began her news career in Washington, D.C., while "squeaking through" the University of Maryland as a journalism major. She has worked with CBS News, ABC News, *Capitol Journal* on PBS, and briefly at CNN. She was Television Coordinator and Special Assistant for Press Advance at the White House from 1977-80, and worked on four presidential campaigns.

As a college broadcaster, Edwards was the first female station manager at WMUC Radio (University of Maryland at College Park). She is currently a member of NACB's Advisory Board.

**NADINE GELINEAU**

*Station Manager, CKUT-FM/Montreal*

Nadine began her career in radio as a volunteer deejay at CKCU-FM/Carleton University in Ottawa, Ontario, the first FM campus radio station in Canada. She served from 1982-85 as a full-time paid program director for the station and as president of the NCRA (Canada's National Campus & Community Radio Association). She continued on as a member of the board of both NCRA and CKCU, moving to the station manager post at CKUT-FM/McGill University in Montreal, Quebec in 1989. She became NCRA President again for 1991-92. Nadine also serves as fill-in host for *Brave New Waves*, the all-night alternative music show aired on CBC, the national Canadian radio network, and on selected stations in the Northern U.S.

**LYNNE GRASZ**

*President, Grasz Communications*

Lynne Grasz has 25 years' worth of television promotion and marketing experience, earned from working at local television stations and for the CBS/Broadcast group. She is the only person to head two broadcast trade associations—the TV Information Office (affiliated with the National Association of Broadcasters), and the Broadcast Promotion and Marketing Executives. In addition, Grasz has won two Emmys, chairs the National Advisory Council to AERho and is a member of the National Marketing Council for the Caption Center of WGBH-TV/Boston.

**VICKY GREGORIAN**

*VP/Programming Services, WHLL-TV*

Vicky Gregorian has juggled her work at WHLL-TV (Shrewsbury-Worcester, MA) this year with chairing and serving as CEO of the National Association of Television Program Executives (her term of office was completed this year).

Her current work is the culmination of extensive service in the industry. Following completion of her undergraduate work at Wheaton College (Norton, MA), Gregorian





joined the staff of WBZ-TV (Boston) in 1975. In 1978, she was named associate producer of WBZ's afternoon talk show *Women '78*, hosted by consumer reporter Sharon King. King tipped execs at competitor WLVI-TV to Gregorian's abilities, and she was shortly switching camps. Thereafter, Gregorian rose steadily in recognition and admiration at stations ranging from New York to Miami. Her executive abilities are matched only by her standards of excellence and unflinching dedication to a unique, independent vision.

### BOB GUCCIONE, JR.

*Publisher/Editor, Spin Magazine*

Bob Guccione, Jr., successfully combines music/entertainment reporting with serious social commentary and sociopolitical concerns in the young but ever-so-lively industry publication *Spin*, which Guccione founded in 1985. He addressed New Music Seminar 12 with serious charges to media journalists ("You have an implied responsibility to *care*") and is actively concerned about the role of the press in this country and in world affairs.

### GLENN GUTMACHER

*Executive Director, NACB*

Glenn Gutmacher began his tour of duty in college broadcasting at WYBC-FM (Yale University), where he served as Assistant Sales Manager, Sales Manager, Development Director, Promotions Director and Old Rock Program Director.

After graduating in 1987 with a B.A. *cum laude* in psychology, he served as a Marketing Assistant at Home Box Office in New York City. Eight months later, he was promoted to Marketing Administrator in HBO's Chicago office, handling promotions and marketing of the HBO and Cinemax networks to small midwestern cable systems.

He left HBO in late 1988 to begin research for a book, *The History of College Radio in America*, visiting over 150 college stations across the nation and talking to representatives of over 100 other stations at college media conventions in the process. The writing continued as

he accepted the newly-created position of Publications Director at NACB in 1989, with primary duties as Editor of *College Broadcaster* magazine. After two years, he was promoted to Executive Director, currently supervising all of NACB's general operations. He also coordinates NACB appearances at outside trade shows and other college broadcasting-related activities.

Glenn has spoken about college broadcasting on panels at the Black College Radio and Intercollegiate Broadcasting System national conventions, CMJ Music Marathon, Howard University School of Communications conference, CommTrends, Midwest Regional AERho conference and various NACB national and regional conferences.

### JOAN HAMBURG

*Host, WOR Radio*

Joan Hamburg has been covering the New York scene as a journalist and broadcaster for nearly 20 years. An award-winning consumer affairs specialist, Joan shares her vast knowledge with the metropolitan area every weekday as host of *The Joan Hamburg Program* on WOR Radio.

Joan is dedicated to the premise that New York can be a great place to live and work if you have access to secret information that makes city living pleasurable. Her research takes her to all five boroughs, Long Island, New Jersey, Connecticut and even Pennsylvania.

Within a few years of graduating from Barnard College in New York, Joan became the Director of Women's Interests at an advertising agency and then went on to Batten, Barton, Durstine and Osborn as a Public Relations account executive.

In addition to her own consumer information program, Joan is a member of the morning team on WOR's *Rambling with Gambling* program. Her insightful updates cover all aspects of consumer information including health, medicine, travel, shopping, education and entertainment.

Also to her credit, Joan is a contributing





editor to *Family Circle* and *The New York Observer*; author of many consumer books including *New York on \$60 a Day*; and a frequent contributor to local television programs.

### DONNA HALPER

*President, Donna Halper and Associates*

Donna Halper runs a radio station consulting firm which specializes in small and medium markets. The company offers critiques, positioning studies, market analysis, talent development, staff training, format modifications and other services. Halper has also conducted sales seminars, trained news reporters and designed and implemented promotions. In 1984, she was voted Consultant of the Year by the *Pop Music Survey*.

Halper is also an experienced freelance writer; her work has appeared in *Billboard*, *People*, *Radio & Records* and elsewhere. She has authored two textbooks on radio-related topics, *Full Service* and *Music Directing*. Presently, Halper is a member of the faculty at Curry College, and has guest lectured at a number of other universities.

### RANDY HILLEBRAND

*Educator, Hofstra University*

Randy Hillebrand is a television producer, director and educator. He served as Associate Director and Producer for News 12 Long Island, the nation's first 24-hour local news station, and as an editor for ABC News in New York, before becoming a faculty member of Hofstra University's Communication Arts department.

Hillebrand also co-produces and directs a monthly talk show called *Byline*, which airs on WLIG-TV 55 in the New York area. *Byline* focuses on journalists, writers and reporters from both the broadcast and print mediums, exploring the stories they cover and how they cover them.

### HOFSTRA RADIO THEATRE PLAYERS

*Radio Dramatists*

Advisor Sue Zizza's Hofstra Radio Theatre Players are a nationally renowned troupe

of live radio theatre performers, delivering dramatic live readings recorded for broadcast. They put on regular performances at the university and in the neighboring community, as well as traveling shows that have been applauded by critics of radio and theater alike.

### GEORGE HYDE

*Executive VP, Radio Advertising Bureau*

George Hyde joined RAB after a 24-year career with Susquehanna Broadcasting. From 1982 to 1989, he was Regional Vice President and General Manager of WQBA-AM and FM (Miami, FL), two of the most successful Spanish-language stations in the United States which have won the NAB's "Crystal Award" for outstanding local service and the Marconi Award for "Spanish Station of the Year" in 1989. He was introduced to radio as a Brown University student at WBRU.

Hyde has served on the Executive Committee of the National Association of Broadcasters as Vice Chairman/Radio (1988-89), and on the NAB Board (1985-1989). He continues to serve on the United Press International Broadcast Advisory Board.

### MICHAEL KEITH

*Professor, George Washington University*

From 1966-83, Michael Keith served various commercial radio stations in six markets, holding positions from manager to account executive, news reporter to production director, and announcer to promotions director and copywriter.

He has taught communication at Roger Williams College, Emerson College and Dean Junior College (where he also served as department chair). A prolific author, Keith has published a number of broadcast books, including *Radio Production: Art and Science*, *Broadcast Voice Performance*, *The Radio Station*, *Radio Programming: Consultancy and Formatics*, and *Production in Format Radio*. He has also written many articles published in industry journals.

Keith has served as consultant to several college and high school radio stations, including Johns Hopkins U., Duquesne U., Towson



State, Northeastern U., Walpole High School, Hope College and St. Xavier College. In addition to NACB's conferences, he has spoken on panels at conferences of the National Association of Broadcasters, Broadcast Education Association, Intercollegiate Broadcasting System and National Student Broadcasters.

### **RANDALL KING**

*Instructor, Eastern Nazarene College*

Randall King earned his B.A. in communication from Olivet Nazarene University in 1984 and his M.A. in communication arts from Southwestern Baptist Theological Seminary in 1991. After graduating from college, he served as a reporter and anchor for WPDE-TV, and a news producer for NBC affiliate WYFF-TV.

King has served on the media staff of two churches in the Dallas-Fort Worth area, both of which produced national television broadcasts. He is currently sharing his talents in the areas of radio and television production with students at Eastern Nazarene College (Quincy, MA).

### **DARREN KORNBLUT**

*Research Analyst, Katz Communications*

Darren graduated from Syracuse University in 1991. While there, he was Production Manager of UUTV and producer of *To the Balcony*, a music video show. He served on NACB's first Board of Directors in 1988-89. He is now a research analyst for Katz Communications in New York City, with a focus on commercial television ratings.

### **MARK KOZAKI**

*Manager, Discovery Networks*

Mark Kozaki is currently the manager of the Program Evaluation Department at Discovery Networks. He performed prior service in the programming and human resources departments.

Kozaki's past experiences have touched on all aspects of the media industry. He has worked as a disc jockey, sportscaster and producer, and has taught communications at the

University of Maryland and Howard Community College.

His honors include a citation for outstanding service from the National Broadcasting Society/Alpha Epsilon Rho and a listing in *Who's Who In Entertainment*.

### **DAVID LEPAGE**

*VP/Member Services, NFCB*

As Vice President of Member Services for the National Federation of Community Broadcasters, David LePage is responsible for station consulting/referral services and for coordinating the annual conference.

LePage has served in a consulting role to stations in areas of management, organizational development, business development and planning. He is co-author and developer of the training programs "Building the Winning Team" and "The Blueprint Project."

### **RICHARD A. LEIBNER**

*President, N.S. Bienstock*

Richard Leibner is America's most successful broadcast journalism talent agent. His firm represents over 300 TV news employees including Dan Rather, Diane Sawyer, Mike Wallace, Morley Safer and Maria Shriver. *60 Minutes'* Morley Safer says of his agent: "He's among the most utterly loyal, true friends a person can have."

Leibner was trained in his father's profession, accounting, and went to work in the family firm in 1963. The next year, he and his father, Sol, were given the chance to buy out Nate Bienstock's agency, an insurance company with such clients as Walter Cronkite (NACB's 1988 Keynote Speaker). Leibner is currently the president of the agency, overseeing four other agents (including his wife and partner, Carole Cooper).

### **FREDERICK LEVY**

*Producer, Then & Now/Celebrity DJ Party*

Though only a senior at USC, Frederick Levy's accomplishments are almost too numerous to recount. During his junior year, he created and developed two radio programs





which are nationally syndicated to over 100 college radio stations on U Network: *Then and Now*, a weekly syndicated talk show with stars from the past, and *The Celebrity DJ Party*, a music program hosted by celebrity guests. He was also involved with the Youth in Film organization as a blue ribbon panelist.

Levy's most recent endeavor brings him—for the first time—to commercial radio. As producer of *The Morning Magazine* on KWNK-670AM, he puts together a daily three-hour talk show covering topics ranging from entertainment to business.

Levy has also served as an intern for the nationally syndicated game show, *Love Connection*, and a field rep for Fox's *Studs*. He recently founded his own company, Levy Entertainment & Media Unlimited. As his past achievements illustrate, Frederick's future is limitless as well. In his own words, "Once I finish school, there's no boundary I can't break."

### **PATRICK LIPPERT**

*Executive Director, Rock the Vote*

Rock the Vote was founded by leading members of the recording industry as a response to censorship activities threatening freedom of speech and artistic expression everywhere. By encouraging young people to become involved in the political process and promoting a better understanding of the First Amendment, Rock the Vote seeks to enlist a new generation of voters in the fight against all forms of censorship.

Patrick Lippert came on board as Executive Director of Rock the Vote six months ago, after spending the last six years as a political organizer in the entertainment industry. His experience with numerous statewide and national campaigns has enabled him to put together an ambitious agenda for Rock the Vote in the upcoming election year.

### **BRIAN LONG**

*Editor, Rockpool Magazine*

Long's odyssey in alternative music began in 1981 on KYMC-FM (Ballwin, MO), where

he helped introduce a new kind of music to an unsuspecting St. Louis suburban population. He then moved to the University of Missouri where he served as Music Editor of the *Campus Town Journal*. A year later he was back to radio as program director of the school's KCOU-FM.

In 1986 he joined Entertainment Radio, Inc., in California, and worked with *Spin* magazine's radio network. He moved to SST Records as its college radio rep, establishing its New York office in 1988. He was hired by *Rockpool* magazine in 1989 as Independent Label Director and Radio Pool Director; he now serves as Editor.

### **CRAIG MARKS**

*Music Editor, CMJ*

Craig Marks entered the world of radio when he was turned on to punk rock by Phil the Plant Man (who watered ferns at Craig's racquetball club) in 1977. He furthered his record collection (with Phil's guidance) at the State University of New York at Albany, serving in many capacities at the campus station, WCDB. After graduating, Marks began work as a salesperson at Dutch East India Trading, an import and independent label record distributor. Later, his responsibilities expanded to include distribution, production and label management for Homestead Records, an in-house label at Dutch East. He remained there until January 1990, when he left to become music editor at CMJ.

### **THOMAS R. MCCRAY**

*Assoc. Professor of Broadcasting, Buffalo State College*

Thomas McCray has been teaching broadcasting since 1980 with particular emphasis on radio programming and radio production. He has been the faculty advisor for WBNY-FM, the college radio station, since 1982.

McCray has an extensive professional career as well. He has worked as a production director and disc jockey at many Buffalo, New York, radio stations. He recently served as Operations Manager and Programming Con-





sultant for WWKB radio from 1988 to 1991. He is currently production director for WGR Newsradio 55 in Buffalo.

## MIKE MCKENNA

*Computer Researcher/Animator*

Mike McKenna received his Bachelor's degree from MIT in 1987, and his Master of Science from the MIT Media Lab in January 1990. He has worked in the Media Lab since its formation in 1985, and before that in its predecessor, the Architecture Machine Group.

McKenna is currently a candidate for a PhD from the MIT Media Laboratory. He conducts research in the Computer Graphics and Animation Group headed by Prof. David Zeltzer. Mike's field of research concerns the realistic modeling of physical and biological motion. His 1988 animation, *Cootie Gets Scared*, demonstrates some of these techniques. With Bob Sabiston, he produced the award-winning animation *Grinning Evil Death* in 1990, further developing his research and visual aesthetic.

## VIC MICHAELS

*President, Vic Michaels Sound Company*

Vic Michaels is Operations Manager at WGAO of Dean Junior College in Massachusetts, and serves as an Assistant Professor of Communications at the college. In addition, Michaels is the president and original founder of Southern New England's largest professional DJ service, aptly named The Vic Michaels Sound Company.

Besides his teaching and entrepreneurial pursuits, Michaels has 15 years of professional radio experience in the Providence, RI, market. He has served as a Promotions Director, a Music Director and in other capacities at stations such as WLKW and—currently—92-PRO FM.

## LAURA MIZRAHI

*VP/Technical Consultant, Communications Technologies, Inc.*

Laura Mizrahi is the newest addition to NACB's team of professional consultants, giv-

ing our membership much-needed advice on broadcast engineering concerns and offering answers to the stickiest technical questions each month in *College Broadcaster* magazine.

Laura's work at Communications Technologies, Inc. (Marlton, NJ), includes the preparation of FM engineering statements and applications before the FCC, the FAA and local governing bodies. She is a member of the National Association of Broadcasters, the National Society of Broadcast Engineers, the National Association of Female Executives and NACB.

## ROBERT MORTON

*Producer, Late Night With David Letterman, NBC*

A production executive with extensive experience in television talk shows, comedy programs and music programs, Robert Morton became producer of NBC's *Late Night with David Letterman* in 1987. As segment producer on *Late Night* since 1982, Morton was the conduit between Letterman and the 2,500-plus guests who have appeared on the show since its debut.

He came to the show from ABC's *Good Morning America*, where he was Associate Producer/Writer. Previously, he served as creative director of MTV.

Morton has served as Associate Producer of NBC's *Tomorrow* show starring Tom Snyder, where he first met David Letterman—who would later invite him to join the founding late night talk show Letterman was trying to put together.

Morton graduated from American University in 1975 with a B.A. in television production and communications.

## JIM NEILL

*Director of Promotions, Rykodisc/ Hannibal*

Jim Neill attended U. Mass-Amherst in the early '80s, faking his way through his English major's language requirement (while remaining pitifully unilingual). He was Music Director and Program Director at WMUA, where Neill had the gall to scam 15 credits doing an internship at his college station instead of



seeking legit experience elsewhere.

Unbowed upon his miraculous graduation, Neill moved on to work at a commercial alternative station, WRSI (Greenfield, MA). He also worked at record stores, spun in clubs, wrote record reviews for assorted New England periodicals, washed dishes and painted houses. In other words, he was an employed slacker.

In 1988, Neill escaped his Western Massachusetts college town and his protracted adolescence by cover of night to take a college radio promo job at fledgling indie Rykodisc in Salem, MA, citing the lax dress code as a deciding factor. The label has since grown to self-professed medium-sized status, handling the highly lauded David Bowie back catalog and releasing the successful *Dead Can Dance* compilation in partnership with 4AD. Other than a weekly show on WZBC at Boston College, Jim considers himself largely out of touch with college radio, but he still loves you and misses you very much and has interns that will call you at his bequest.

## RORY O'CONNOR

*President, Globalvision, Inc.*

Rory O'Connor is an award-winning broadcast and print journalist, as well as a producer for such national shows as CBS News (*48 Hours*) and PBS (*The MacNeil/Lehrer NewsHour*) and leading regional channels such as WCVB-TV, the ABC affiliate in Boston, and WGBH-TV, the PBS production flagship. At WCVB, where he served as a senior producer, O'Connor's documentaries and investigative reporting won professional recognition, including an Emmy award for the investigative documentary, *Mafia on Trial*.

As a respected print journalist, O'Connor's articles have appeared in *The Atlantic*, *Rolling Stone*, *The Village Voice*, *Vogue*, *Mother Jones* and many others. In addition, he co-authored the acclaimed non-fiction book, *Nukespeak: The Selling of Nuclear Technology in America*, for which he was awarded the George Orwell Award for Excellence in Language and Media.

Currently, O'Connor is President of

Globalvision, Inc., an international television production company based in New York. Globalvision's programming has attracted international attention and won several awards, including an Emmy for Best Newsmagazine and the 1990 George Polk Award.

## OEDIPUS

*Program Director, WBCN-FM/Boston*

As WBCN's program director, Oedipus is chief arbiter of on-air sound, responsible for 24-hours-per-day of live radio, including music, promotions, news, sports and announcers' delivery. Everything contributing to overall station sound must first meet his standards.

Oedipus' career began in 1975 as a deejay at MIT's college station. He gained notoriety by introducing New Wave music to Boston and the country. In 1977, WBCN hired him as a part-time announcer to bring this cutting edge to its own soundwaves. He soon had a full-time shift and was named program director in 1981. The honors haven't stopped since, including the 1988 *Billboard* awards for Station of the Year and Program Director of the Year.

"Tomorrow's hits today" remain Oedipus' passion, but he programs the best vintage rock as well. In addition, he hosts the acclaimed *Nocturnal Emissions*, the longest-running new music show on radio (since 1977).

## MIKE OSBORNE

*Program Director, WBRU-FM, Providence.*

Osborne is WBRU's first professional program director (i.e., not a college student). He came to BRU after serving as program director for both WPRO-AM and FM. He has also worked at WCOD (Cape Cod, MA), WXLO (Worcester, RI) and WROR (Boston).

## DANIEL A. PANICI

*Assistant Professor, Berry College*

As Director of Broadcast Studies at Berry College (Mt. Berry, GA), Panici is responsible for planning the broadcasting curriculum and organizing the internship and scholarship programs. Panici teaches several courses at the college, including "Broadcast Newswriting"





and "Writing for the Electronic Media." He also serves as Faculty Advisor for WBCS-TV, the Berry College student cable station.

Panici has published several articles and given numerous convention presentations on broadcasting. His most recent article, "President Reagan's Defensive Discourse in the Iran-Contra Affair," was published in *Communication Studies* in 1991. He was the recipient of an Award of Excellence from both the International Television Association and the Social Science Division at the University of Missouri.

### JEAN LORELLE PAUL

*Program Director, Union Video Center, U. of Mass.-Amherst*

Ms. Paul supervises some 200 students and 12 staff members to execute day-to-day operations and long-term strategies of the university's student video production center and cable channel. While upgrading the facility and introducing computer-video technology, Paul rewrote policy and constitutional structure and developed a two-tier training program for students, including bringing outside guests from the video industry.

Previously, Paul was production coordinator for Continental Cablevision's Cambridge/Arlington, MA, system. She coordinated production schedules, training programs and volunteer recruitment for the award-winning production facility, garnering 1989 ACE and 1988 Hometown awards. In addition, she has freelance-produced numerous TV, radio and A/V programs, including the 1989 Earthnet Congress videotape.

Paul is affiliated with the Boston Computer Society, National Federation of Local Cable Programmers and NACB. She graduated with a B.A. in Political Science from Indiana University in Bloomington.

### WILLIAM C. ROBEEDEE

*Chief Operator, Media Center, SUNY-New Paltz*

William Robedee began his media career as General Manager for WRNP in New Paltz, New York. From there he moved to WCZX-FM in Poughkeepsie, where he served as mar-

keting consultant, traffic manager, copy writer, substitute newscaster and a variety of other roles.

Currently, Robedee is the chief operator for the campus media center and radio stations at his alma mater, SUNY-New Paltz. He is responsible for the overall management of the FM, AM carrier current and cable TV stations. Robedee has been a featured panelist at the national convention for the Intercollegiate Broadcasting System for three years, and has been published in the *Journal of College Radio*.

### MARCIA ROCK

*Professor of Journalism, New York University*

Marcia Rock is the co-author of *Waiting for Prime Time: The Women of Television News* with Marlene Sanders. Rock is a journalism professor at NYU and an independent producer whose work has aired frequently on public television. She has won two local Emmy Awards in the category of Arts/Cultural/Historical Programming: one for *On the Road Again: The Singing Angels in China*, a documentary covering the Cleveland youth choir's trip through China in 1983; the other from the New York chapter of NATAS for *McSorley's New York*, a documentary essay that chronicles the history of New York's Irish immigrant community.

Rock is creator and executive producer of *New York Windows*, a series of news features produced by her students and aired on WNYC-TV and U Network. Her students have won numerous awards, including ATAS Student Awards in News and Public Affairs. Rock was an artist-in-residence at WNET's prestigious TV laboratory in 1975. She has been a member of NACB's Board of Directors since November 1989.

### EMILY ROONEY

*News Director, WCVB-TV*

Emily Rooney has been News Director at Boston's WCVB-TV since January 1990. She is the first woman to hold such a position in Boston television history.

The honors bestowed on *NewsCenter 5*





since Rooney took the helm are numerous. It was cited as the region's best news operation by the Associated Press and the Boston Press Photographer's Association. In 1990, *NewsCenter 5* won the United Press International top national awards for Best Newscast and for Best Sports Videography.

For a decade before her promotion to News Director, Rooney managed the daily operations of *NewsCenter 5* as the station's Assistant News Director. Before joining WCVB, Rooney was chief assignment editor at WFSB-TV in Hartford. During that time, she earned an Emmy for an investigativestory on child abuse.

Rooney serves as the New England Regional Director of the Radio and Television News Directors Association. She is a native of Connecticut, and daughter of *60 Minutes* commentator and columnist/author Andy Rooney.

## DEBBIE ROSE

*Associate Director/Member Services, ASCAP*

A nine-year veteran of the music business, Debbie has been at ASCAP for almost four years and is currently the Associate Director of Member Services.

With a background in radio, journalism, public relations, promotions, music video and management, she has worked closely over the years with a variety of artists including Motley Crue, Too Much Joy, LL Cool J, Shawn Colvin and Murphy's Law.

## VINCENT C. RUBINO

*VP/General Manager, WBRU-FM, Providence*

An absentee election placed Rubino in the position of Vice President/General Manager at WBRU while he was on assignment in Hong Kong with the WBRU portable news bureau. His background includes stints as a Rock and Jazz DJ, news reporter, anchor and a few moments BS-ing with the techies.

## DANNY SCHECTER

*Executive Producer, Globalvision, Inc.*

Danny Schecter is the Vice President of Globalvision, Inc., and is the company's executive producer. His Globalvision TV seg-

ment work has appeared on PBS, MTV News, Fox and Channel Four in England.

Schechter created and produced the weekly, Emmy-award winning *South Africa Now* series, filling the void in coverage of the struggle against apartheid. In addition, he directed *Mandela in America*, a documentary which won the 1991 award of the National Association of Black Journalists.

Prior to founding Globalvision in 1987, Schecter spent eight years as an ABC News producer with *20/20*. He was known for his hard-hitting investigative stories and popular culture segments, winning numerous distinctions including two National News Emmys.

He has produced stories for CNN, reported for WGBH/Boston and spent seven years as News Director at WBCN-FM, earning the nickname "The News Dissector." His radio reporting was recognized with a Nieman Fellowship in Journalism at Harvard.

Schechter is a graduate of Cornell University and received a Master's Degree from the London School of Economics.

## ELAINE SHOCK

*Founder, Shock Ink*

With celebrated stars like Sinead O'Connor, Vanilla Ice, and Billy Joel topping its client roster, the ongoing success of Shock Ink should come as no surprise. One of today's most highly visible independent publicity firms, Shock Ink has continued to emphasize daring press strategies for its equally daring clients. The mix has spelled success for four years running.

Elaine Shock deserves most of the credit. She has been a top music industry publicist for more than 15 years, working at such labels as MCA, Columbia and Chrysalis Records. Eager to represent more diverse clients that reflected her own eclectic tastes, Shock struck out on her own. Since opening its doors in July 1987, Shock Ink has, in the words of *Billboard* magazine, "sent shockwaves through the music biz." The company's efforts on behalf of Billy Joel's multi-platinum *Storm Front* album and in helping insure the breakaway success



of Sinead O'Connor are considered textbook studies in well-executed press campaigns.

## PETER SHAPIRO

*Audio Production Services, Chicago State U.*

It's been a long and winding road since Peter Shapiro's days on the student radio station at the University of Michigan, where he first got hooked on broadcasting. His extensive work in announcing and audio production opened doors in radio, recording studios, production houses, cable television and the corporate sector.

While receiving his master degree in Mass Communications, Peter discovered he enjoyed teaching as much as production work. As the head of Audio Production Services at Chicago State, Peter built the department from the ground up, installing audio production labs and a multi-track facility. His love for college radio led him to form his own production and consulting firm, Sound Reflections, now in its second year. He has appeared at the Loyola Radio Conference for five years, and has most recently been involved in the IBS conference in New York.

As a radio and TV sportscaster, he has 12 seasons of play-by-play experience on the high school and Division I college level. His work at Chicago State led him to get involved with the International Television Association. As Communications Director for the Chicago chapter, Peter edits a monthly 20-page newsletter. He also freelances regularly in both audio and video production.

## JILL SLAVIN

*Director, Affiliate Relations, Home Box Office*

Slavin joined Home Box Office in 1980 as an account executive, was promoted to regional manager in 1981, then advanced to a position as regional director in 1984. In June 1984 she assumed the directorship of Affiliate Operations.

Slavin devotes much of her time to community and industry organizations. She was elected to the Southern Association's prestigious Tower Club in 1988. She is a charter

member of Women in Cable, was elected to the national board of directors in 1988, and is currently serving as WIC's national president.

In addition to these pursuits, Slavin has served on the Mayor's Task Force for the Arts in Atlanta and the state board of directors of the Easter Seals Society. She is presently active in the Dolphin Project, a scientific survey of the dolphin population off the Georgia coast. A native of New York City, Jill now lives in Atlanta. She is married to a clinical psychologist and has successfully raised two daughters and three cats.

## RICK SMITH

*Publications Director, NACB*

Rick has served NACB as Director of Publications and Editor of *College Broadcaster* magazine since June 1991. He is a graduate of West Virginia University (Morgantown, WV), where he majored in News-Editorial Journalism (B.A., 1990).

While at WVU, Rick helmed various departments of the college newspaper, *The Daily Athenaeum*, finally serving as Entertainment Editor and Summer Editor, before turning his attention to college radio. He served at the student radiostation, WWVU (U92-FM), where he worked as New Age Director, Associate Coordinator of the semi-annual music magazine *The Wireless*, and writer/director of the locally acclaimed Halloween radio drama *Leaves*. He hopes to juggle an entertainment/music journalism career with his first love—writing horror fiction—and is looking for a few good writers for *College Broadcaster*.

## JEFF SOUTHARD

*Network Director, NACB*

As Network Director, Jeff Southard is responsible for the development of U Network, the nation's first satellite network for student-produced television and radio. He works with student producers to discover and further develop the best and most creative student work.

Outside of NACB, Southard has completed a highly regarded 30-minute comedy, *Image*,





currently being screened in several cities. Jeff graduated from Brown University in 1990 and there served as producer and creator of *Nite Light*, a live, student-produced TV show. He was also Station Manager of Brown's student television station, BTU.

## SHARON STEINBACH

*Senior Editor/Club Editor, CVC Report*

Working at CVC since 1984, Sharon has witnessed first-hand the changing trends and growth of music video and the impact the medium has had on the music and broadcasting industries. Her position requires ongoing communication with all sectors of the music video industry—record labels, videopools, VJs, broadcast and cable TV programmers and production companies. Sharon's editorial contributions to CVC include the regularly featured columns *Production Preview* and *Video Cue*, in addition to compiling a twice-monthly nightclub videoplay chart.

As an 11-year industry veteran, her other experience includes staff positions at two top NYC recording studios (MediaSound and Sigma Sound) and at a major label (Arista), in addition to working in the areas of concert booking and artist management. Currently, Sharon is on the Board of Directors of the Music Video Association, for which she edits the association newsletter, *The Scope*.

## STEVE STOCKMAN

*President, Custom Productions, Inc.*

Steve Stockman is the president of Cambridge, MA-based Custom Productions, Inc., a company that creates and produces custom television campaigns for radio stations throughout the U.S. and Australia.

In addition to writing TV campaigns for the company's clients, Steve writes semi-regularly for several radio trade magazines, and he is the author of the book on TV production, *More Powerful Commercials*.

Before founding the company, Steve was Director of Marketing, Advertising & Promotion for WAAF, Worcester/Boston and National Promotion Director for parent Katz

Broadcasting Company. He has been an air personality, news anchor, production director and program director in a variety of formats for over 14 years in broadcasting.

In college, Steve was Program Director of WBRU-FM. He graduated from Brown University with a degree in Psychology.

## CARY S. TEPPER

*Attorney, Putbrese, Hunsaker & Ruddy*

Cary Tepper attended Hofstra University, where he earned a Bachelor's Degree in Broadcast Journalism and Political Science. While at Hofstra, he was active in both WRHU-FM and Hofstra Television. He graduated in 1980 and moved to Washington, D.C. to attend law school.

Since then, Tepper has continually worked for law firms specializing in communications law. He presently works for Putbrese, Hunsaker & Ruddy in McLean, VA, where he specializes in FCC and Communications Law. He represents radio and television stations throughout the country, handles business transactions regarding the sale or acquisition of broadcast properties and often represents clients in specialized litigation at the FCC.

Cary is now completing his second year as communications counsel to NACB. His advice is published in *College Broadcaster* magazine.

## MAX TOLKOFF

*Program Director, WFNX*

Max Tolkoff programs rock station WFNX-FM in the Boston market and does independent music consulting. Previously, he worked as a consultant for Media Strategies, Inc., with Fred Jacobs, creating "The Edge," a hybrid format incorporating modern rock with former cutting-edge music (WBRU at Brown was the first client to implement the format).

From 1983-88, Tolkoff was known as "Mad Max," shifting from Music Director to Program Director at the highly successful new music-formatted 91X in San Diego.





### KATHY VAN BRONSWYK

*Production Director, La Bande Magnetique*

Kathy Van Bronswyk is currently Radio Production Director of La Bande Magnetique, the only bilingual, syndicated radio company in Canada. Her present tasks include the compilation of the first international catalogue of radio shows for campus/community stations and the founding of an African radio training exchange program.

Kathy also works to obtain grants and sponsorships and trains students in all aspects of radio production.

### ERICA FARBBER VIOLA

*Executive Vice President, Schubert Radio Sales*

Erica joined McGavren Guild Radio in January 1980 and was quickly named Director of Business Development and Promotion. In 1985, Erica was named Vice President/General Manager of the Interep Radio Store Marketing Systems, then was promoted to the position of Executive Vice President/Radio Development.

Viola currently holds the position of Executive Vice President of Schubert Radio Sales, the Interep Radio Store's seventh company. Viola is also the Interep Radio Store's Industry Association Specialist, acting as a liaison to ensure the active involvement of the company at various broadcasting conferences.

Viola is also Chairperson of the Broadcast Promotion and Marketing Executives Association (BPME) and a member of the RAB steering committee for the 1991 Managing Sales Conference.

### DARREL WEST

*Associate Professor of Political Science, Brown U.*

Darrel West is associate professor of Political Science and director of the public opinion laboratory at Brown University. He is writing a book on television advertising in election campaigns from 1952-1990.

### BRAD WILSON

*Station Manager, KWCR, Weber State U.*

Brad is a senior studying marketing at Weber State University in Ogden, Utah. While at WSU he has served on the student senate and supreme court and is currently on the university's strategic planning committee. He was hired as KWCR Station Manager in May 1991. During the first five months of his tenure, the station has doubled its broadcast range and experienced a 400 percent increase in underwriting and a 64 percent increase in student fee allocations.

Currently, Brad is working in cooperation with a university radio station in Lithuania. He also serves on NACB's Executive Board.

### JONATHAN ZAGER

*Station Manager, BTV, Brown U.*

Jonathan Zager is a senior at Brown University, where he is studying International Relations and Business Economics. He serves as station manager of Brown Cable Television (BTV) and is a member of the NACB Executive Board. He has been involved with NACB since its inception.

During his sophomore year, Zager created *On Campus*, the first student-produced, nationally broadcast video magazine program. *On Campus* is now entering its third season on U Network. Following graduation, Jonathan plans to pursue a career in the entertainment industry.

### GEORGE ZARR

*Composer, Radio Dramatist*

George Zarr is an award winning composer, writer, and radio producer/director. At the World Premier of his concerto *Reception for Steel Drum and Orchestra* in March 1991, Zarr was honored with a mayoral citation from Mayor David Dinkins. His song *Cab Ride* won the grand prize at the New York Songwriter's Competition. He has also received songwriting awards from the American Song Festival and the Music City Song Festival.

As co-founder of the radio production companies ZPPR Productions and Exit 3 Pro-



ductions, Zarr has written and produced more than 65 radio scripts. With Andrew Joffe, he created, wrote and directed two seasons of the comedy series *Visit New Grimston, Anyway*, distributed by National Public Radio. His radioplay *Scourge of the Desert* was a winner of an International Radio Festival Award.

Since January 1991, Zarr has been collaborating with Ruth Aleskovsky and Andrew Joffe on the musical *A Bottle of Rain*. His other work for the stage includes the book and original music/lyrics for the Shubert Theatre's 70th Anniversary Gala in New Haven and the comedy *Kiss My Face With Bullets*, which he co-directed.

Zarr shares his talents by teaching and lecturing throughout the tri-state area on writing and communications in the entertainment field. He is a member of the Dramatists' Guild and of the Association of Independents in Radio (AIR).

## SUE ZIZZA

*Communication Arts Faculty, Hofstra University*

Sue Zizza is a nationally recognized, award-winning radio producer, director and writer. She has written and produced more than two dozen radio plays. Her work has been included in the National Native Archives and her 16-part series, *The American Short Story*, has won honors from the National Federation of Community Broadcasters, the National Broadcast Honor Society and the National Catholic Association of Broadcasters.

Sue is currently producing the Midwest Radio & Television Workshop's award-winning script *The Wheel*, and is the executive producer and host of *The Radio Works*, an audio theater series syndicated through U Network. She serves on the Communication Arts faculty at Hofstra, where she teaches basic radio production, and is co-founder and advisor of the Hofstra Radio Theatre Players.



## RUN FOR THE NACB BOARD OF DIRECTORS

Applications for the board which decides the future direction of the Association are being accepted at the Information Center until 1:30pm on Sat., Nov. 23.

Remember—all station members are entitled to vote for the new Board of Directors. The elections will take place on Sunday at 8:30 am in Rm. 001, Salomon Hall.

All finalists will be given a chance to speak before the election.



For your dining and drinking pleasure, our ad reps have prepared a list of establishments they like—for the quality of their consumables, atmosphere, and good taste in advertising. (Each has an ad in the back of this guide; please patronize them.) All are a short distance from the Brown campus or downtown. NOTE: Downtown places that say they deliver will cover College Hill, and vice-versa.

## COLLEGE HILL/EAST SIDE

### ANDREAS

This Greek restaurant features shish-kabobs, souvlaki, Athenian salads and all the other specialties you'd expect. 268 Thayer St., 331-7879. Bar

### BARNSIDER'S MILE AND A QUARTER

Barnsider's is a classy yet reasonable sit-down restaurant with an enormous salad bar (free with any entree). 375 S. Main St., 351-7300. Bar

### BEAN SPROUTS ORIENTAL CAFE

Great Chinese (actually most all Eastern) food with FREE delivery. 11 South Angell St., 861-0097. Bar

### BEN & JERRY'S

There's ice cream, and then there's Ben & Jerry's. 235 Meeting St. (off Thayer St.), 421-1114.

### CAFE AT BROOKE'S

Whether it's for lunch, dinner or drinks, Cafe at Brooke's will please you—open late. Corner of Brook and Wickenden Streets, only 3 blocks from Brown U. 244 Wickenden St., 521-6445. Bar

### CAMPUS PIZZA EAST

Hot and delicious pizza, open till 2am every day. Delivery. 252A Brook St., 331-5588.

### FELLINI CAFE & PIZZERIA

Their pizza won WHJY's Pizza Wars for best New York style pizza 2 years ago—it's still great. Open late. Fast delivery, too. 166 Wickenden, 751-6737.

### HOT POCKETS

All your Middle Eastern favorites—including HP's famous falafel. 285 Thayer St., 751-3251.

### KABOB 'N' CURRY

Best Indian restaurant nearby campus. 261 Thayer St., 273-8844.

### LA FRANCE

Authentic French food, reasonably priced. 1-1/2 miles from campus. 960 Hope St., 331-9233.

### LACUNA

Food and decor done California-style. 271 Thayer St., 331-1577. Bar

### MONTANA'S

"South of the Border" cuisine close to campus. 272 Thayer St., 273-RIBS. Bar

### PIZZA PIE-ER

"Gourmet Pizza" and toppings galore. Late-night delivery. 374 Wickenden St., 351-FOOD.

### RONZIO'S

Fast, great pizza. Delivery available, natch. 751-4990.

### SHOOTERS

The big-bar/party place. And, happily, the food is quite good. (Club Coconuts is part of it—see "Night Scene" section.) 25 India St., 273-2555. Bar

### TACO MAKER

It's Mexican food, my friend. Fast and fresh. 285-1/2 Thayer St., 521-1015.

### TCBY

If you like ice cream—but want to ixnay the atfay—there's yummy frozen yogurt nearby at TCBY. 250 Brook St., 831-3921.

### 3 STEEPLE ST.

"Three Steeple Street," at the foot of College Hill. Your sit-down dinner & bar haven, on the happily busy side. Corner of Steeple & Canal Streets, 272-3620. Bar

### TOKYO

Authentic Japanese cuisine—and even a tatami room (leave your shoes at the side). Nice atmosphere. 231 Wickenden St., 331-5330.



**TRIANGOLO'S**

Cafe & restaurant. Great food, European accent. Look for the 3 angels. Cozy, close by campus. 182 Angell St. (corner of Thayer St.), 331-3312. Bar

**DOWNTOWN****CAPRICCIO**

This is classic dining elegance, Italian style. At the corner of Dyer & Pine Streets, 421-1320. Bar

**CECILIA'S**

The only West African restaurant you'll find in these parts—and authentic. African, Reggae and Soul music nightly. At Friendship & Broad Streets, 621-8031.

**CHALLENGES ULTIMATE SPORTS PUB**

If you like sports pubs, this is the one. Home of the "Burger of Champions." At the corner of Peck & Pine Streets, 861-1385. Bar

**DUNKIN' DONUTS (T & T DONUTS)**

Tasty donuts of all kinds in quantities large and small—and the official supplier of the NACB conference. 315 Broad St., 831-9723.

**PINNEGAN'S WAKE**

An authentic Irish pub. Often live Celtic music. Corner of Empire & Westminster, 751-0290. Bar

**HOPE'S**

For drinks or food, the downtown neighborhood bar has a cozy feel. And don't forget the blues and jazz

acts—every night throughout the conference. 69 Dorrance St., 454-7474. Bar

**JOHN'S RESTAURANT**

Nothing too fancy—just good food for those on a tight budget. Beer & wine served. 116 Union St., 751-2170.

**L'ELIZABETH**

With elegant and cozy, deep couch seats, it's the after-dinner place for fine drinks and desserts. Where Walter Cronkite went when he was here and wanted a drink...really. 285 South Main Street, 621-9113. Bar

**LUKES**

Polynesian cuisine, and when it comes to drinks, there's the Orgy Bowl—now we're talking. 59 Eddy St., 621-9770. Bar

**PLAYER'S CORNER PUB**

For lunch, cocktails, dinner or snacks, Player's has a comfortable atmosphere. A short walk from the Biltmore at 194 Washington St., 621-8738. Bar

**RISTORANTE CALLO**

A cozy but elegant Italian place, reasonably priced. 353 S. Water Street, 331-6185. Bar

**SPAGHETTI WAREHOUSE**

Everything Italian. A highly stylized interior; the largest restaurant in Rhode Island. Find out why. One Leland St. (in the Foundry complex), 454-7555. Bar

Nothing  
Compares To



U Network. The Next Big Thing.

Have a chat with NACB's Network Director Jeff Southard this weekend and find out why (or call 401/863-2225 when you get back home).

U NETWORK. NOT FOR PROFIT. NOT FOR REPS. NOT JUST MUSIC. NOT JUST VIDEO. BROADCAST WITHOUT COMPROMISE.



When you're done with the sessions of the day, you deserve a fun night out. Fridays and Saturdays are happening in Providence, and if you're still here Sunday night, you won't be bored either.

Two weekly arts newspapers, *The New Paper* and *The Nice Paper*, are good sources of information. Free copies are available in the doorways of most local businesses.

TBA=To Be Announced (information not available at press time; call phone # listed for updates)

## COLLEGE HILL/EAST SIDE

### AYON CINEMA

260 Thayer St., 421-3315

*Strangers in Good Company*—Fri: 7p, 9:30p;

Sat & Sun: 1p, 3:15p, 7p, 9:30p

*Truly, Madly, Deeply*—Fri. & Sat: midnight

### CLUB COCONUTS

inside Shooters, 25 India St., 273-2555

Dance club/DJ—huge dance floor!

### SH-BOOM'S

108 N. Main St. (at foot of College Hill), 751-1200

Dance: '50s & '60s genre oldies, classic rock

### STONE SOUP COFFEEHOUSE

Church of the Redeemer, Hope St., 781-7504

Sat.: Castlebay (folk)

### THE UNDERGROUND

Faunce House, Brown U., 863-2799

TBA

## DOWNTOWN

### AS220

71 Richmond St. (next to Club Babyhead), 831-9327

TBA: Avant garde music & art

### BACKSTREET

200 Union St., 331-0320

TBA (usually hard rock)

### CAHOOTS

in the Marriott, Charles & Orms St., 272-2400

Top-40 DJ alternating w/ live band Ivory.

### CAMPUS CLUB

180 Pine St., 751-4263

Friday: Joan Jett and the Blackhearts, The Four Horsemen

Saturday: TBA; Sunday: Tin Machine

### CAV

14 Imperial Place, 751-9164

Friday: 8:30pm—Atwater & Dolly (celtic)

Sat.: 8:30—Ruth Ristic & Bill Brinkley (jazz)

### CHALLENGES ULTIMATE SPORTS PUB

Corner of Peck & Pine Streets, 861-1385

Sports pub w/DJ & dance floor

### CLUB BABYHEAD

73 Richmond St., 421-1698

Friday: The Lyres, Big Dipper, Sourpuss, Winston's Diary

Saturday: The Neighborhoods, Backwash, 59 Teeth

Sunday: The Mighty Mighty Bosstones, Neutral Nation, Eek-A-Mouse, The Jungle Dogs

### CERARDO'S

1 Franklin Sq. (Eddy St. & Allens Av.), 274-5560

Alternative dance club serving the gay community

### HOPE'S

69 Dorrance St., 454-7474

Blues/Jazz. Fri.: Little Brother, Sat.: Stormin' Norman, Sun.: Jazz series

### J.R.'S FAST LANE

327 Washington St., 273-6771

Live bands—classic rock

### LAST CALL SALOON

15 Elbow St., 421-7170

R&B—Friday: Young Neal & The Vipers; Saturday: Luther Guitar Jr. Johnson

**MIRABAR**

245 Allens Av., 941-8310

Fri & Sat: DJ/Gay dance club

**PERISHABLE THEATRE**

"Woman in a Book" (play)

Fri. & Sat.: 8pm, Su: 7pm

**PERIWINKLE'S**

101 Richmond St., 274-0170

Fri., Sat.: Larry Morton, Billy Martin (Top comedians from the Northeast)

**RED BRICK TAVERN**

Fountain St. (between Church House Inn and McDonald's)

Fri.: Rhythm Force (reggae); Sat./Sun.: TBA

**ROCK BOTTOM**

344 Westminster St., 453-1788

R&B; Fri.: Thom Enright w/ Radio Kings

Saturday: King Cod, Shot in the Dark

**SH-BOOM'S**

108 N. Main St., 751-1200

DJ/dance club, '50s and '60s tunes

**TRINITY REP**

201 Washington St., 351-4242

"A Christmas Carol" (play)—Fri. 8p, Sat. 2p, 8p; Sun. 2p, 7p

**WEDGEWOOD TAVERN**

137 Chestnut St., 331-1690

Fri.: Kevin Fallon

## MISCELLANEOUS

## Services



Other businesses/services we invite you to check out include the following, who have helped bring this conference guide to you through their ad dollars. For that, we heartily thank them!

**ARISTOCRAT LIMOUSINE**

When you want a ride around town or back to the airport with a little more comfort and style than a taxi. Aristocrat is the official limousine service for the NACB Conference. Fast service. 946-4749.

**BROADCAST SUPPLY WEST**

Your one-stop distributor for many types of broadcast audio equipment...in business for over 17 years. BSW, 7012 27th Street West, Tacoma, WA 98466 • tel: 800-426-8434; fax: 206-565-8114.

**BROWN BOOKSTORE**

From cards and books to Brown sweatshirts and souvenirs, this place is a full-fledged college bookstore worth visiting before leaving.

**CHANNELMATIC**

The new wave in television automation for college stations, including closed-circuit systems. Program playback, ad insertion, tape compiling/editing, A/V switching and more. Channelmatic, 9

Bard Ave., Red Hook, NY 12571 • tel: 914/758-2680; fax: 914/758-2623.

**CHURCH HOUSE INN**

The comfortable alternative to the big hotels. Big rooms with all the homemade touches like in your grandmother's house. Reasonable rates. 751-7209.

**CHURCH OF LATTER-DAY SAINTS**

The Church of Jesus Christ of Latter-Day Saints has free PSAs and public affairs programming for radio and TV stations dealing with social and moral issues, such as "Teens Talk About Alcohol." Call 1-800-453-3860 x4612 for more information.

**GOLDY'S**

The record, tape and CD store with everything, and so close by. 272 Thayer St., 273-5666.

**PYRAMID BOOKS**

Books, jewelry, New Age music and crystals, and other exotic gifts. 265 Thayer St.

**TOM'S TRACKS**

500 square feet of hard-to-find music at rock-bottom prices with money-back guarantee. 287 Thayer St., 274-0820.



# Brown University CAMPUS MAP













*NACB was started in 1988 in order to fulfill perceived needs in the college broadcasting community by opening the channels of communication between college radio and TV stations.*

NACB provides its member college stations many services which parallel those that their commercial station counterparts receive. NACB organizes national and regional conferences, publishes the only trade magazine geared exclusively to the college broadcasting and communications community, and operates the first and only student-programmed, radio and television satellite network. NACB thus allows college stations to focus their efforts on more creative tasks and saves them from having to address problems already solved by other stations.

NACB is governed by its members and staffed by undergraduates and recent college graduates. This management structure ensures that NACB will always remain responsive to the needs of college broadcasters and to the fast-changing world of electronic communications media.

### NATIONAL CONFERENCE OF COLLEGE BROADCASTERS

The NACB National Conference brings together students, faculty members and respected media industry professionals from across the country for a weekend of panel discussions, seminars and workshops. Topics discussed range from important issues for young broadcasters, such as ethics in broadcasting, to practical technical and management seminars. The NACB Board of Directors elections are held at the conference and the activities of the association are discussed and voted upon.

The Annual National Conference is held at Brown University in November. Walter Cronkite delivered the 1988 keynote address to the 400 students in attendance from over one hundred schools in 26 states. Ted Turner's keynote speech at the 1989 conference began a weekend of fifty seminars with the participation of over 40 industry professionals and 450 representatives from 150 colleges. The most

recent national conference, "Voices and Visions: College Broadcasters Forging the 90's" was keynoted by Quincy Jones, and featured such issue-oriented seminars as "Censorship the Media and the First Amendment," "Children's Broadcasting: Creativity and Responsibility," and "Stereotyping Society: The Accuracy of Group Representation in the Media." The conference centered around the growing need for programming for diverse groups.

### REGIONAL CONFERENCES OF COLLEGE BROADCASTERS

Modeled after the national conference, regional conferences include panel discussions, workshops and seminars on a regional scale. While the NACB-run national conference requires extensive travel, member school-run regional conferences allow many people from each station to attend at minimal expense.

Regional conferences are based upon the principle that one can often learn as much from the school "next door" as from a school across the nation. Local industry professionals are chosen to lead the seminars. This community-based focus has the added advantage of providing stations with contacts to media leaders within their own area. Both the station members and professionals are encouraged to maintain their relationship long after the conference ends.

### COLLEGE BROADCASTER

NACB publishes the only trade magazine for the college broadcasting and communications market. *College Broadcaster*—with a circulation of 2,000—reaches every NACB member radio and television station and broadcasting/communications department in the country.

The magazine serves two purposes. First, it acts as a member magazine, providing updates on NACB and member station activities. Second, it serves as a trade magazine for the college community. The magazine features articles written by industry professionals (including lawyers and engineers), students and NACB staff members. The publication main-





tains communication between college stations through member-written articles, station profiles and letters to the editor. *College Broadcaster* includes professional articles, features, editorials, classified and industry advertisements and monthly columns.

## U NETWORK

U Network is a satellite radio and television network that provides college radio and TV stations with a forum in which they can exchange their best works. Programming will improve as a result of stations being able to study the high-quality product of their peers and being able to produce programming with the incentive of reaching a national audience. In addition, by providing affiliate stations with high-quality programming, the network will increase local and school support for these affiliates.

U Network predominantly features student-produced programming. The network also features exceptional alternative programming. Beginning in 1992, U Network will broadcast via satellite five hours of both television and radio programming each week.

## GENERAL MEMBER SERVICES

Beginning in 1990, NACB published the initial installments of its Member Station Handbook. Stations receive a personalized three-ring binder which holds the serialized inserts that NACB distributes on an ongoing basis. The first chapters covered promotions, FCC rules and regulations, fundraising, training programs, a regional conference planning guide, helpful lists of resource groups and literature and sample college station business plans. Future installments will address such key areas as engineering and production.

NACB answers legal and engineering questions via its volunteer experts free of charge. In addition, NACB represents members on national and local issues affecting college broadcasting, including letters of support. NACB also provides discounted station ratings to non-commercial college radio via Birch, allows stations to obtain NAB publica-

tions at the member rate and administers a national advertising/underwriting cooperative operated by The Interep Radio Store for college radio stations.

## MEMBERSHIP

Membership in NACB is unconditionally open to all university, college and junior college television and radio stations, production clubs and media departments. In addition, students, individuals, faculty members, industry professionals and radio and television facilities at high schools may be eligible for membership based on their radio/television background and current industry/community involvement. There are three types of NACB memberships:

**Station Membership** (\$75/year) is open only to radio and television stations, media-related academic departments or clubs affiliated with an accredited academic entity. This membership entitles a station to: free U Network affiliation, NACB's Station Handbook manual, discount ratings from Birch and publications from NAB, reduced registration to NACB's national and regional conferences, participation in the national advertising cooperative, two votes in NACB affairs and two *College Broadcaster* subscriptions. Stations, departments or clubs that meet the above criteria and submit the station survey will be accepted.

**Associate Membership** (\$25/year) is available to those persons employed by or affiliated with professional companies in the media and other industries with an interest in college broadcasting. Associates receive a subscription to *College Broadcaster* magazine and the option to attend NACB conferences and trade shows.

**Individual Membership** (\$20/year) offers a wide variety of benefits to individuals. This membership includes a personal subscription to *College Broadcaster* magazine, allows non-station individuals to register for the national conference and carries one vote in NACB affairs. It also entitles the member to all NACB national and regional services.





## Acknowledgements

## C R E D I T S

### STAFF

*Executive Director* Glenn Gutmacher  
*Association Director* JoAnn Forgit  
*Publications Director* Richard Smith  
*Network Director* Jeff Southard

Steve Klinenberg, *Think Tank Entertainment*  
 Douglas Liman, *Think Tank Entertainment*

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### CO-HOST

WBRU

### HOST CHAIRPERSON

Jonathan Zager

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 Brad Wilson, *Weber State University, UT*  
 Jonathan Zager, *Brown University, RI*

### FOUNDING DIRECTORS

Kerith Aronow, *ABC*  
 David Bartis, *HBO*

### SPECIAL THANKS

Joe Barboza • Phil Bennett • Eric Broudy • Vartan Gregorian • Jack McConnell • Gayle Morse • Phil O'Hara • Mary O'Reilly • Robert Reichley • Paul Roselli • Vince Rubino • Bill Slack • Keith Spiegel • The Entire Nicholson House Staff & Crew • Brown U. Plant Operations • Brown Food Services and our outside caterers • and numerous student volunteers who have given generously of their time and energy to make this exhaustive event possible.



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*And Founding Members:*

The CBS Foundation • Sony Corporation of America • Time Warner, Inc. • Brown University

## H O S T S

## BTV & WBRU



### BTV

3rd Floor, Faunce House, 863-2222

Less than five years ago, BTV was started as an experiment in student-run video production and broadcast. The station utilizes Brunet, a cable system initially installed for use by a computer network which extends into most dorm rooms and buildings on campus. As a non-commercial station, BTV relies on funding from Student Activities fees and special fundraising coordinated through the university.

From its inception, the strength of BTV's programming has rested on original, student-produced material. The station currently produces six original shows on a regular basis in a wide variety of genres: *Sob Story* (soap opera), *Basically Brown* (news magazine), *The BIG Show* (comedy), *four guys and videotape* (live comedy), *BTV Sports* (varsity game coverage), and *On Campus*. The last show, *On Campus*, was the first national show to air on U Network. Every other week, the crew picks an issue and assembles thirty minutes of segments from other stations relating to the central theme.

Although BTV is relatively new to Brown, it has found healthy support from the university.

Since the addition of new studio space in Faunce House, BTV has been able to improve the outward appearance of its shows.

### WBRU-FM 95.5 & AM

88 Benevolent Street, 272-9550

WBRU-FM 95.5 is the epitomy of successful, student-run, commercial college radio. Originally a carrier current station, the station began transmission 55 years ago. WBRU is consistently ranked in the top five Arbitron-rated stations in the Providence area. Presently, WBRU programs "The Edge," a progressive format created by Media Strategies. Although commercial and separately incorporated from Brown University, WBRU remains student-managed and almost completely student-staffed. WBRU's two million-dollar budget comes completely from advertising revenue. Many WBRU alumni have gone on to careers in commercial radio.

True to the traditional concept of college radio, WBRU-AM is the underdog, free-form voice of Brown. Supported by the university and WBRU-FM, WBRU-AM broadcasts only on campus and is used as a training ground for its parent station.















# Bean Sprouts Oriental Cafe

Chinese • Indonesian • Philippine • Korean • Thai • Japanese • Natural Food

**CHINESE FOOD • FREE DELIVERY**

*Join Us For Lunch, Afternoon Tea  
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NEARBY PARKING ON MEDWAY PARKING LOT

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FAX: 331-3350



Our Kabobs Are Charcoaled In Authentic Clay Oven  
Called "Tandoor" TWICE WINNER OF  
"BEST OF BOSTON AWARD" - BOSTON MAGAZINE "  
Tandorri Is Mildly Spiced With Delicious Flavor"  
- Providence Journal

fine indian cuisine

## Kabob-N-Curry

"ALL YOU CAN EAT BUFFET"

Every Day 11:30AM-3:00PM

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**Function Catering**

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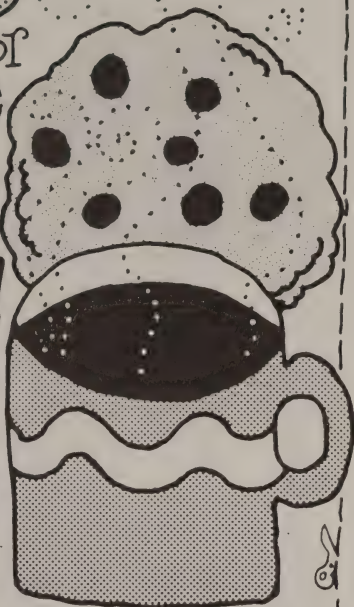
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**Cookie** of  
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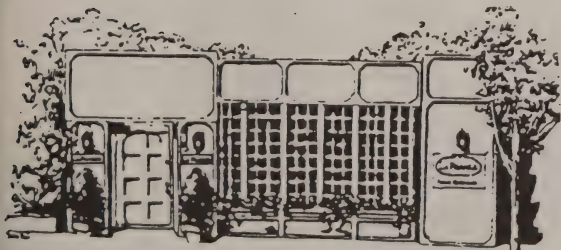
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**Sports PUB**



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**DANCE  
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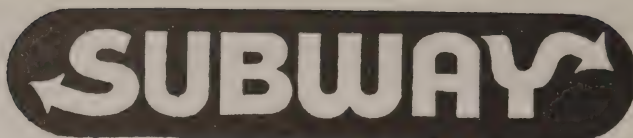
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From Jamaica, Island Recording Artist

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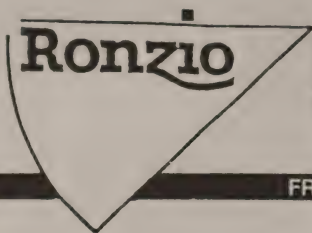
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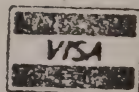
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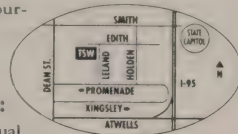
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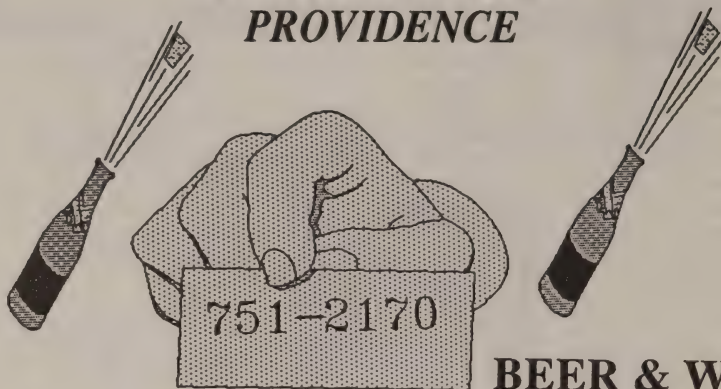
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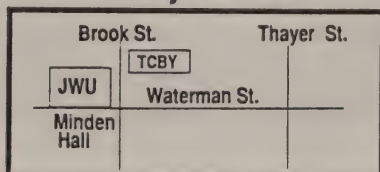
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
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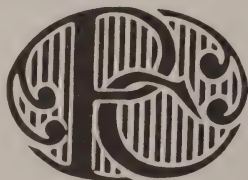
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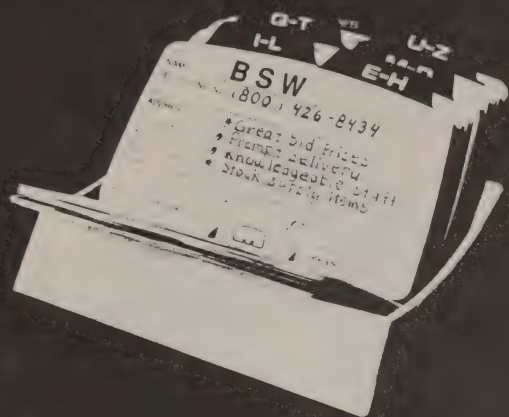
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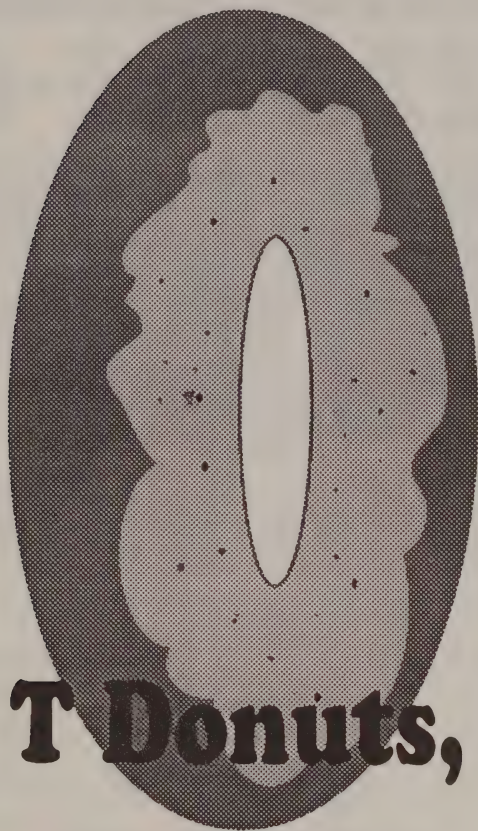
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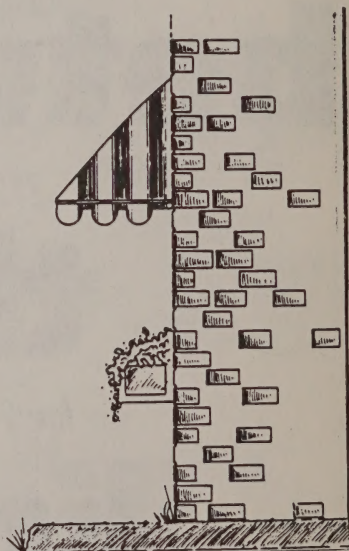
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